

Group Name: GIG group

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Problem Description:

- ABC Bank currently sells term deposits (fixed-term savings accounts) through generalized marketing campaigns via channels like telemarketing, email, etc.
- They want to improve the efficiency of marketing by targeting customers more likely to subscribe to the term deposit product.
- The bank has data on ~45,000 customers with details on demographics, account history, previous marketing contacts, economic indicators, and most importantly the label of whether the customer subscribed to a term deposit in the past campaign.
- The goal is to build a predictive model using this data to estimate the probability that each customer will subscribe to a term deposit.

Final recommendation

Key Findings:

- Customers with existing relationships have high repeat purchase potential
- Married customers aged 30-60 have greater financial stability and earnings
- University-educated clients are more receptive to quantitative messaging

Recommendations:

- Develop targeted campaigns for existing clients nearing deposit maturity
- Tailor creative content and offers to married couples in peak income years
- Surface data-driven financial analytics resonating with educated segments

Next Steps:

- Build predictive models identifying highest-value customer archetypes
- Test tailored messaging with target segments through A/B experiments
- Embed insights across channels to align integrated strategies

Expected Outcomes:

- More relevant communications increasing marketing efficiency
- Higher customer conversion and sales growth
- Enhanced customer intelligence for expanding wallet share