

Project Content: Bank Marketing Campaign Analysis & Prediction

This project focuses on analyzing historical bank marketing campaign data to gain meaningful insights into customer behavior and decision-making patterns. The primary objective is to understand the key factors that influence whether a customer subscribes to a **term deposit** offered by the bank.

Using exploratory data analysis, the project examines customer demographics, financial status, and campaign-related attributes to identify trends and correlations that impact subscription outcomes. Special attention is given to features such as age, job type, balance, loan status, contact duration, and previous campaign results.

Based on these insights, machine learning models are developed to predict the likelihood of a customer subscribing to a term deposit. Classification algorithms are trained and evaluated using appropriate performance metrics to ensure accurate and reliable predictions.

The final outcome of the project helps the bank optimize future marketing campaigns by targeting high-probability customers, thereby reducing unnecessary marketing efforts and operational costs. Overall, this project demonstrates how data analytics and predictive modeling can support data-driven decision-making and improve marketing efficiency in the banking sector.