

## Reflection

This case study made me think deeply about the power of good marketing strategies and how small changes can create a big impact. It focused on how customer behavior and marketing outcomes are connected. For example, it showed that if companies follow up with potential customers more often, they are more likely to get positive results. It also made clear that people with higher bank balances are more likely to buy term deposits, which makes sense since they probably feel more comfortable investing.

One thing I found interesting was the link between the length of phone calls and success in getting customers to subscribe. Longer calls seemed to build trust or give more information, which helped convince customers. This reminds me that quality interactions can matter more than just quantity.

Overall, the case highlights how understanding customers better and tracking their responses can improve marketing outcomes. It also made me realize the importance of personalizing strategies to fit different customer types.