🏢 Bank Marketing Campaign Predictor

Predict customer subscription likelihood for term deposits

Bank Marketing Campaign Analysis

⬇ ℹ️ About This Predictor

This tool predicts whether a customer will subscribe to a term deposit based on:

- **Demographic data** (age, job, education)
- **Financial information** (balance, loans)
- **Campaign history** (previous contacts, outcomes)
- **Current campaign details** (contact type, month, duration)

The model uses a Random Forest algorithm trained on historical bank marketing data.

👤 Personal Information

Age

Job

| entrepreneur ⌄ |

Education

| unknown ⌄ |

Marital Status

| divorced ⌄ |

💰 Financial Information

Average Yearly Balance ($)

| 20000 | − | + |

Credit Default?

| yes ⌄ |

Housing Loan?

| no ⌄ |

Personal Loan?

| no ⌄ |

📞 Contact Information

Contact Type

| cellular ⌄ |

Contact Month

| apr ⌄ |

Contact Day of Month

11

📊 Campaign Details

Number of Contacts During Campaign

4

Days Since Last Contact ❓

100

Previous Contacts

5

Previous Campaign Outcome

| other ⌄ |

🚀 Predict Subscription Likelihood

Prediction

SUBSCRIBE

↑ Medium Probability

Confidence Score

55.8%

Campaign Risk Level

Medium Risk

📈 Subscription Probability

✅ **LIKELY TO SUBSCRIBE**

Probability: 55.79% | Confidence: Moderate

🎯 **Recommendation:** This customer is a good candidate for focused follow-up. Consider offering personalized incentives to convert interest into subscription.

🔍 Key Influencing Factors

Factors that increase subscription likelihood:

- Previous campaign success
- Higher education level
- Professional occupations
- Cellular contact method

Factors that decrease subscription likelihood:

- Multiple campaign contacts
- Previous campaign failure
- Having existing loans
- Telephone contact method