

Project Proposal

SUBMISSION BY

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I am looking forward to work on the project “Arvato Financial Solutions” for the Capstone project. I was not sure if the project proposal is still required for the same or not, but here are the details of the project.

Domain Background

Mail-order sales company

Problem Statement

The Germany based company is looking forward to identifying the customer segments that are most likely to respond to a campaign. On the contrary, the company must target a lot of customers without knowing the possibility of campaign success for that customer. This leads to increase in marketing cost. The solution would help the company to increase customer base and reduce marketing costs.

Datasets and Inputs

- Target demographic information
- Mailout marketing campaign

Solution Statement

Build a classification model to predict the probability of success for each customer

Benchmark Model

Usually, classification models like logistic regression and random forests, perform well on these type of classification problems. But it would be interesting to create customer segments and accordingly use this segmentation to improve the predictability of the model.

Evaluation Metrics

ROC AUC curve – as mentioned in the Kaggle link