1. Study the data
   1. Call data
   2. European banking institute
      1. File origin – 1252: Western European (windows)
   3. No distinct client value
   4. No data for January or February
   5. 96% of clients not previously contacted
      1. 9% of clients not previously contacted subscribed to a term deposit
2. Find patterns that speaks to clients that will be receptive to such marketing campaigns
   1. Age group
   2. Time of year Q2 – Q3
3. Evaluate performance of deployed model
4. State evaluation metric
   1. Clients that have subscribed a term deposit