

IS603 – Decision-Making Support Systems

Project Proposal

Supervised by: Dr. Sanjay Purushotham

Topic: Bank's Insurance Product Subscription Analysis

Project Goals:

- To recommend products and services to customers.
- To analyze customers' needs based on their age and requirements.
- To analyze customer response to a product and service.

Why this Project is important:

- This project will help customers get customized products and services.
- Bank will be able to identify the needs of its customers.
- To increase awareness and sales of insurance.
- To analyze a customer's financial security based on their income.

Dataset to Capture: We will capture the following datasets.

- <https://archive.ics.uci.edu/ml/datasets/bank+marketing>
The above repository provides a bank dataset collected from the telemarketing campaign. To predict whether the customer will subscribe to the product or not.

Deployed Algorithm:

- Classification task will be used to predict whether a customer will subscribe to the product.
- We will use different classification methods (decision tree, k nearest neighbor, and support vector machines to name a few) in the WEKA tool to calculate the efficiency of the model.
- At last, we will explore the statistics of model performance with different values for the folds in the "cross-validation" test method.

Team Members:

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