Introduction

Our project delves into the realm of direct marketing campaigns conducted by a prominent Portuguese banking institution. These campaigns revolved around phone calls and were designed to gauge the likelihood of clients subscribing to a bank term deposit. The extensive dataset at our disposal offers a comprehensive view of these marketing endeavors, providing valuable insights into the factors influencing clients' subscription decisions. The primary objective of our analysis is classification, with a focus on predicting whether a client will subscribe ('yes') or not ('no') to a term deposit. This predictive task is central to understanding the dynamics of client behavior in response to the bank's direct marketing initiatives. The variable 'y' serves as the target for our classification models, encapsulating the binary outcome of the subscription decision. Through rigorous exploration of these datasets, we aim to uncover patterns and trends that can inform and enhance the effectiveness of future marketing campaigns.

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