Data science: Direct marketing optimization

Task:
Use dummy data to maximize revenue from direct marketing campaigns.

Data:
For the analysis, several tables are available:

- Social-demographical data (age, gender, tenure in a bank)
- Products owned + actual volumes (current account, saving account, mutual funds, overdraft, credit card, consumer loan)
- Inflow/outflow on C/A, aggregated card turnover (monthly average over past 3 months)
- For 60 % of clients actual sales + revenues from these are available (training set)

Conditions:

- The bank has capacity to contact only 15 pct. of the clients (cca 100 people) with a marketing offer and each client can be targeted only once.

Proposed steps:
1. Create an analytical dataset (both training and targeting sets)
2. Develop 3 propensity models (consumer loan, credit card, mutual fund) using training data set
3. Optimize targeting clients with the direct marketing offer to maximize the revenue

Expected result:

- Which clients have higher propensity to buy consumer loan?
- Which clients have higher propensity to buy credit card?
- Which clients have higher propensity to buy mutual fund?
- Which clients are to be targeted with which offer? General description.
- What would be the expected revenue based on your strategy?