

Bank Marketing Campaign Project

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GitHub Link:

<https://github.com/YomnaEisa/Data-Glacier-Projects-YomnaEisa/tree/main/week10>

Problem description

ABC Bank plans to launch a term deposit product and seek to build a predictive model to identify potential customers likely to purchase it. By utilizing machine learning (ML) models, the bank aims to optimize its marketing efforts, targeting customers with a higher probability of buying the product. This strategy, implemented through telemarketing, SMS, and marketing channels, aims to save resources and reduce costs associated with resource billing.

Final Recommendations based on EDA

Based on the analysis of the provided data, several key business recommendations can be formulated to enhance the bank's marketing strategy for term purchases.

Firstly, it is strongly recommended that the bank directs its marketing efforts towards married couples. The data indicates that married individuals have demonstrated a notably higher likelihood of engaging in term purchases. This target demographic should be a primary focus for the bank's promotional activities.

Secondly, the bank should consider tailoring its marketing campaigns towards university graduates. This demographic has shown a higher propensity for term purchases, suggesting that targeting this educated group may yield more favorable results.

Additionally, individuals without outstanding loans should be a priority in the bank's marketing strategy. This group exhibits a heightened inclination to engage in term purchases, making them a valuable segment to target.

Moreover, the bank is encouraged to concentrate its marketing endeavors on individuals in their late twenties to early forties. This age group has exhibited a greater inclination to participate in term purchases, and targeting them may lead to increased engagement.

Lastly, individuals with higher Consumer Price Index (CPI) values should be a focus of the bank's marketing efforts. The data suggests that those with elevated CPI values are more likely to engage in term purchases, making them a potentially lucrative target audience.

By implementing these recommended strategies, the bank can refine its marketing approach to better reach and engage potential customers for term purchases, ultimately contributing to increased business success.