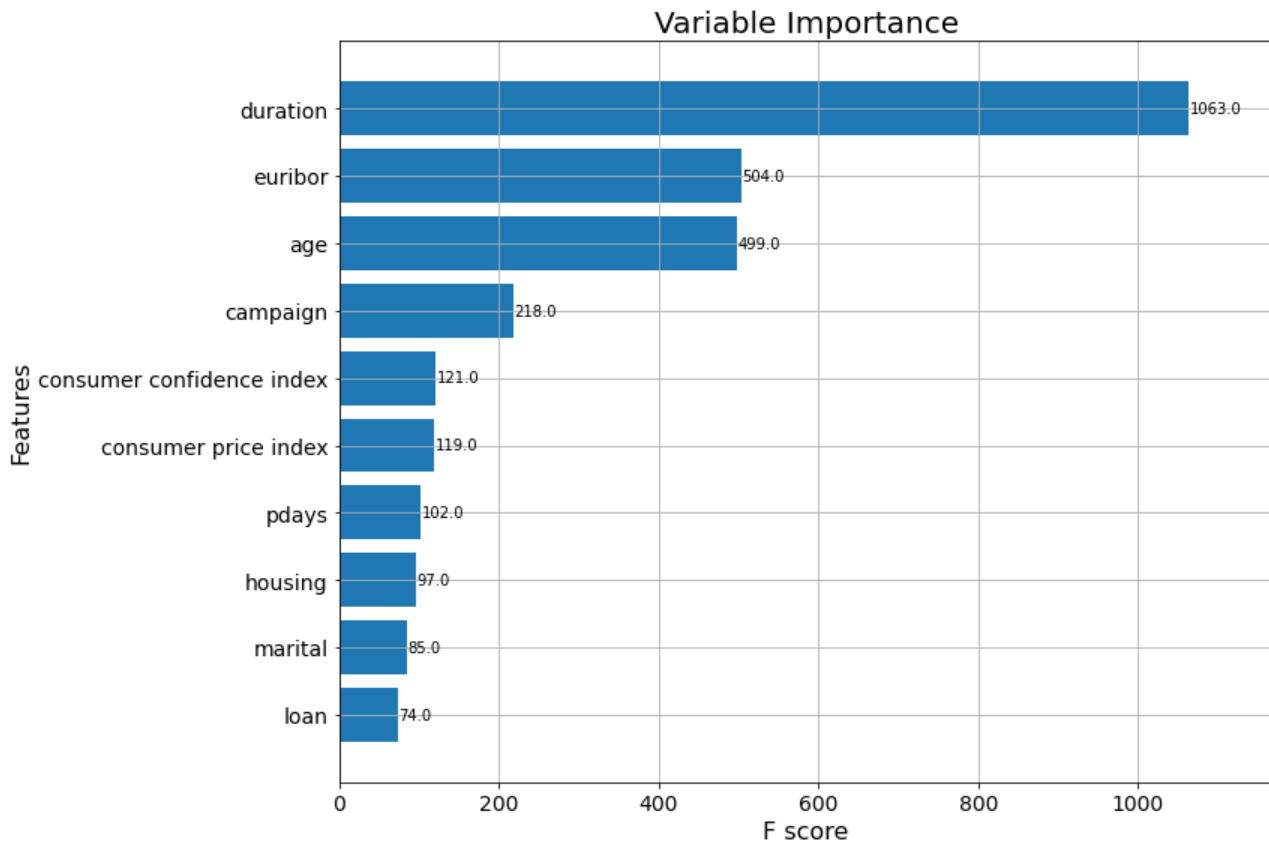


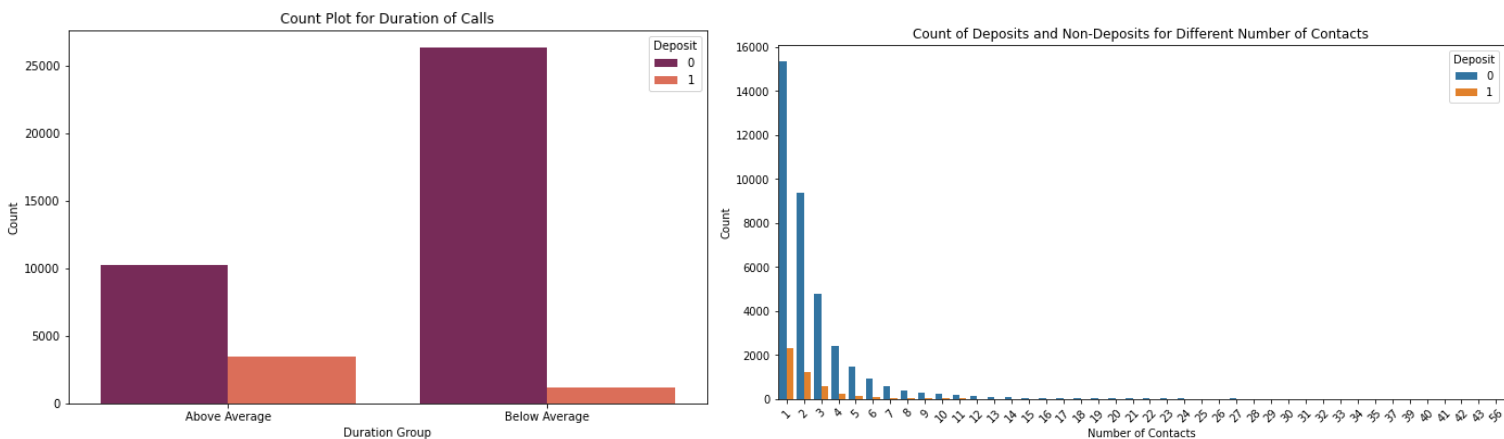
## Next Best Actions

### 1. Features and hierarchy of importance



- Call and campaign Parameters, Financial metric seasonality, Age these are the most important of the features that determine the conversion of a call into a term deposit agreement. Lets see further inferences on them below.

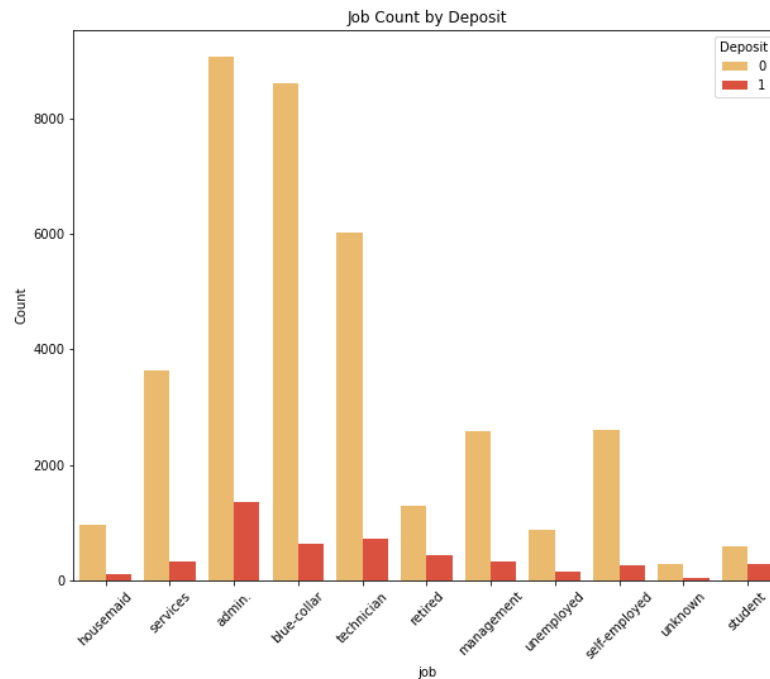
### 2. Call parameters



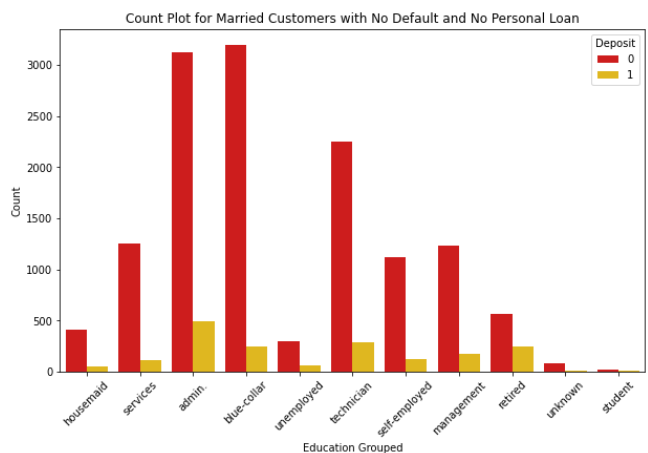
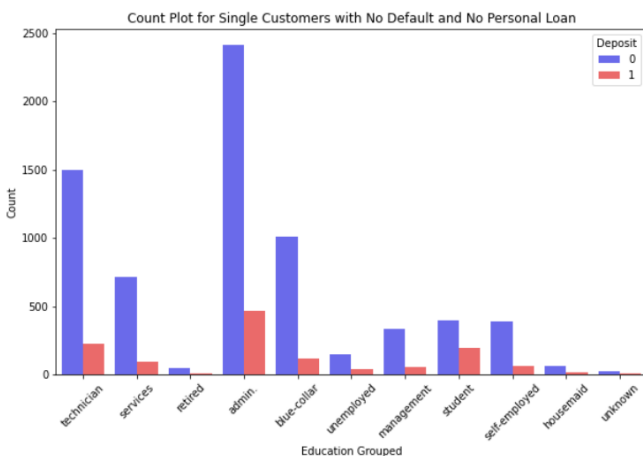
- Call durations must be kept lower than 4 minutes as these calls are converting more potential customers to take part in term deposit.

- The number of times a single customer needs to be called for the term deposit in the same campaign is at maximum 4, we can see no further conversion turning out to be fruitful after 4 calls for any customers in the same campaign.
- Sales force who are able to make concise points about the scheme are converting more customers, a well-trained sales force on the term deposit plan with some customer background can help to achieve the goal

### 3. Potential Customers

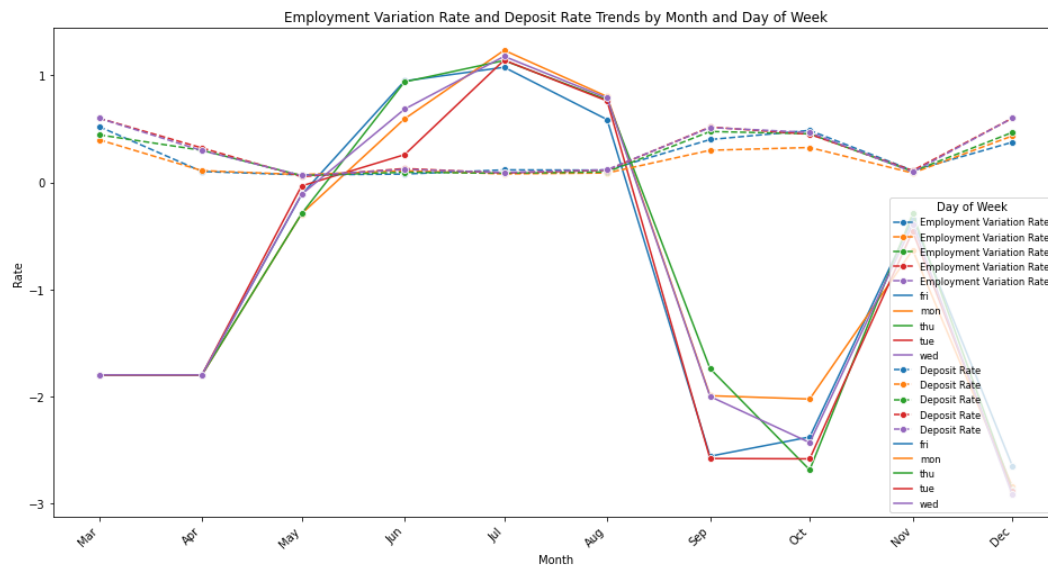


- Customers in job categories of students and retired are more likely to take part in the term deposit for the campaign. Age category focus should be <21 and >60
- Reduce the number of calls for blue collar and services customers.

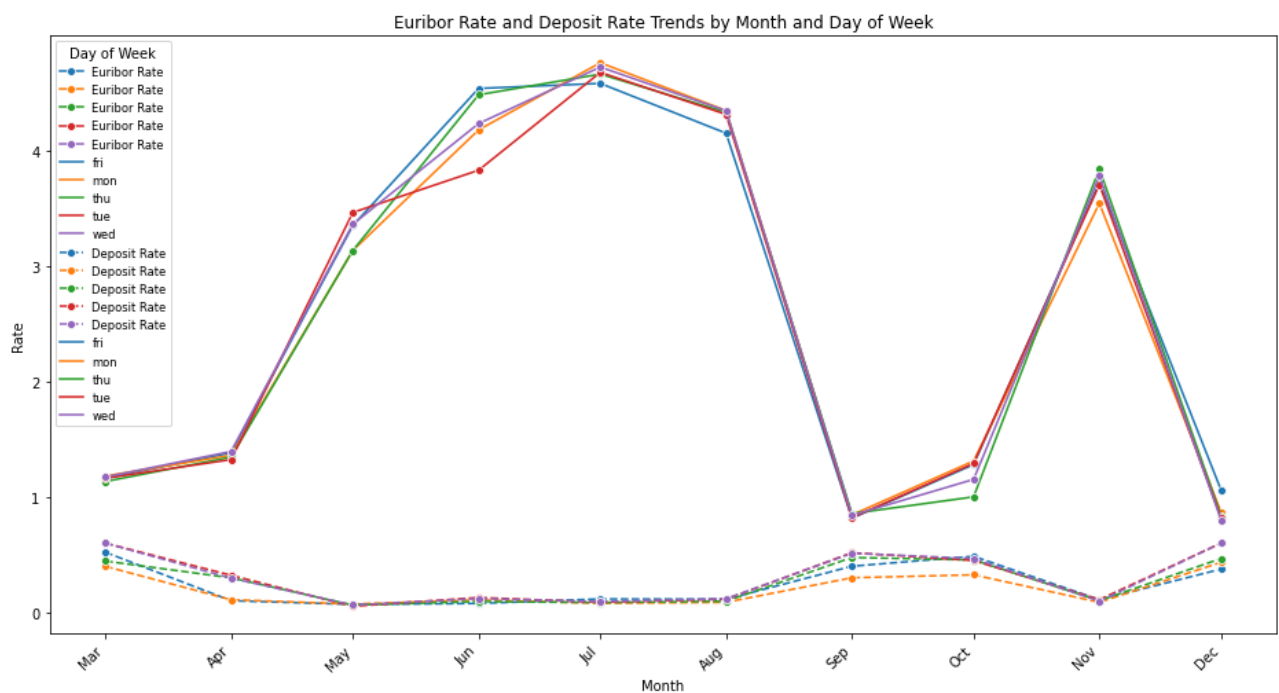


- Customers having no default, loans of any kind and single/married make up 66% of the customers who have made a term deposit

#### 4. Seasonality of financial metrics



- We can see that when employment variation rate increases the deposit rate goes up in the next month, this is because more of customers are getting employed and hence has more money to save and spend. Calls should go ahead after the EVR peaks to the previously identified customers to get more deposits in.



- Euribor rate (average interest rate at which European banks offer to lend funds to one another in the euro interbank market) affects the deposit rate as we can above. When the rates decrease, they also bring up the interest rate offered to deposits henceforth encouraging more customers to open a term deposit.
- The seasonality is observed as shown and calls to previously identified potential customers during these periods will be more efficient.