

# Bank Marketing

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# Campaign

Aly Medhat



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# Introduction

## BACKGROUND

ABC Bank wants to sell its term deposit product to customers and needs a model that can predict whether a particular customer would buy a product or no.

## OBJECTIVE

Build a ML model for the bank that shortlist customer whose chance of buying the product is more.

# Introduction

## BUSINESS UNDERSTANDING

The data is related with direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls.

# Project Lifecycle



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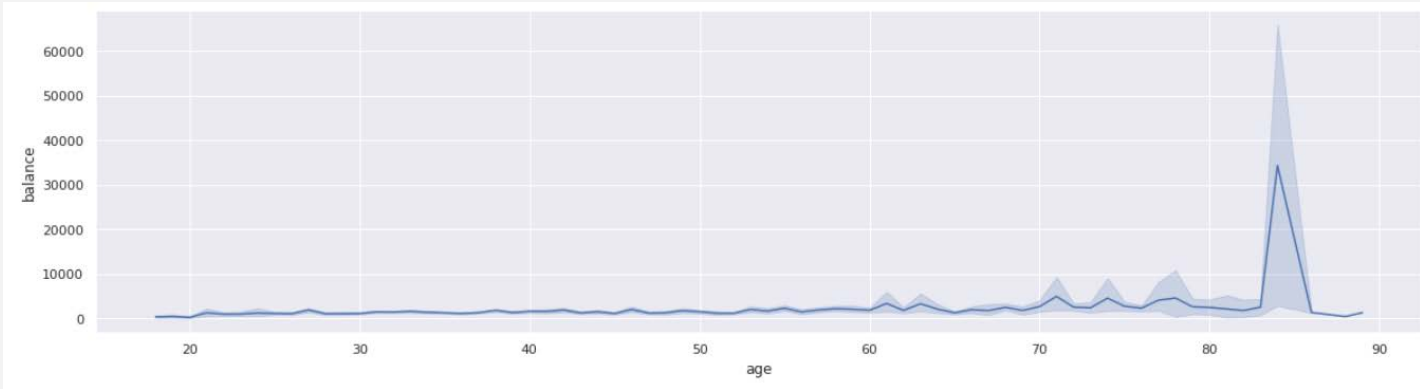
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# ANALYZING THE DATA

“Exploratory Data Analysis”

The relation between the bank balance and the client age

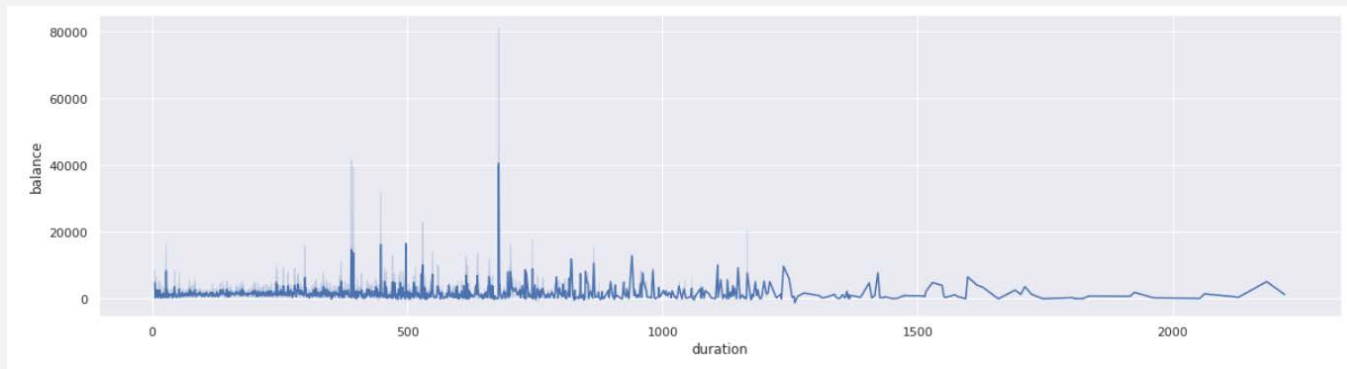


- The graph shows the relation between the account balance and the age of the client. This mayn't help in the final prediction but gives an insight of the data

# ANALYXING THE DATA

“Exploratory Data Analysis”

The relation between the bank balance and  
the client age



- The graph shows the relation between the account balance and the duration. This mayn't help in the final prediction but gives an insight of the data

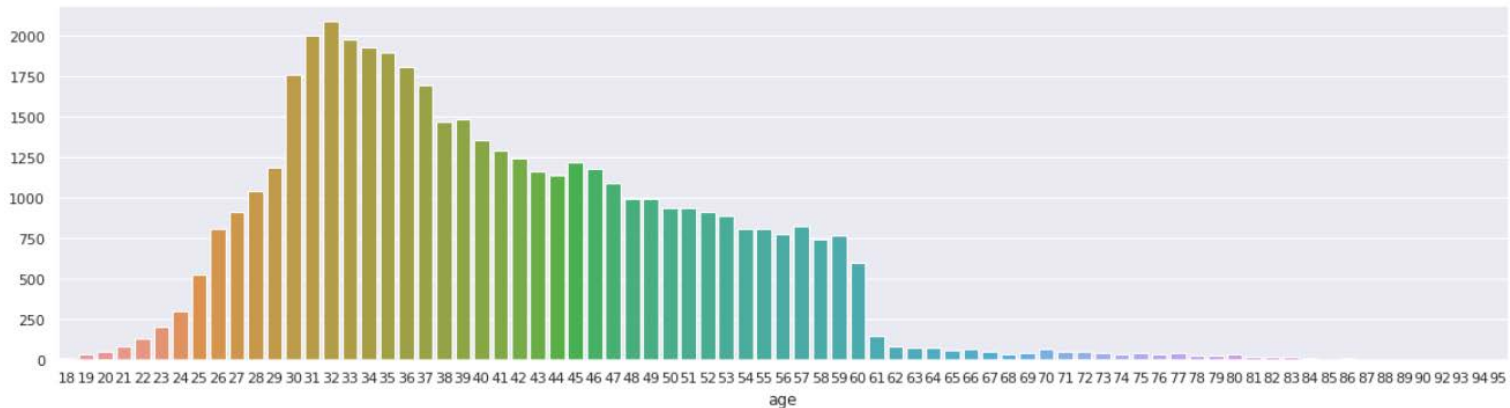


# ANALYXING THE DATA

“Exploratory Data Analysis”

The relation between the total number of applications and the client's age

<matplotlib.axes.\_subplots.AxesSubplot at 0x7f69d27dbc50>



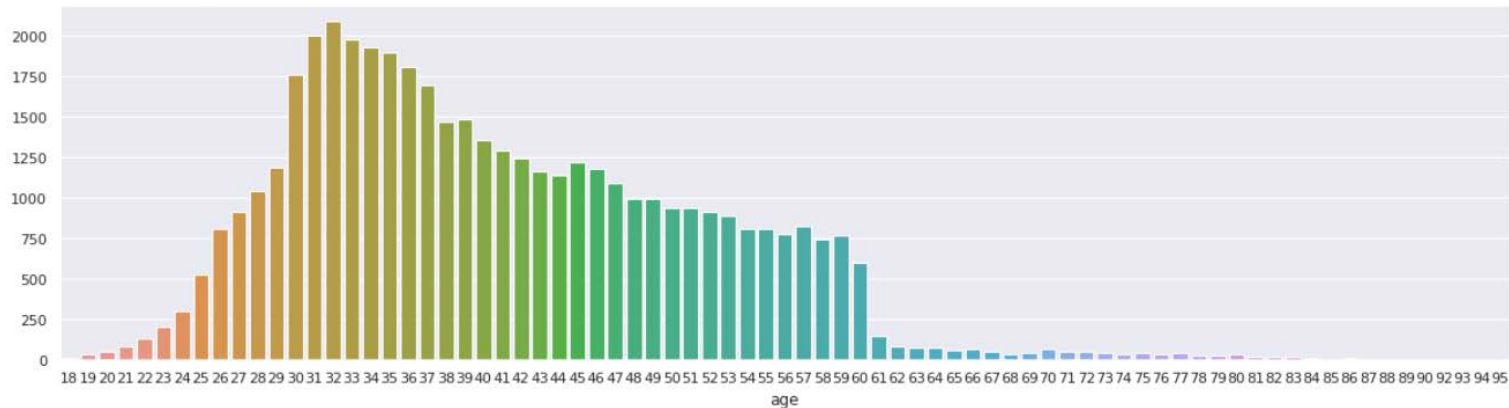
- The graph shows the relation between the total number of applications the bank received and the age of the applicant. It can be seen that most applicants age varies from 25-60 years old.

# ANALYZING THE DATA

“Exploratory Data Analysis”

The relation between the accepted applications and the client's age

<matplotlib.axes.\_subplots.AxesSubplot at 0x7f69d27dbc50>

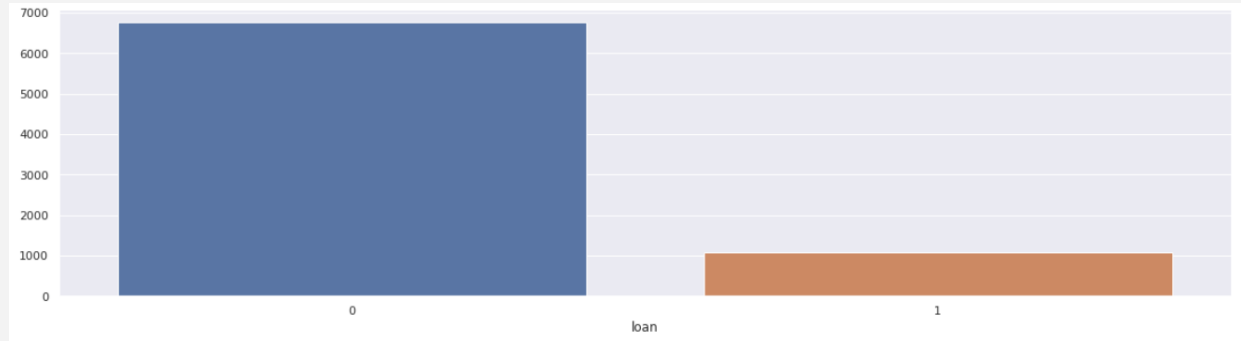


- The graph shows the relation between the number of accepted applications and the age of the applicant. The graph is similar to the previous graph meaning that there is no dependency of accepting the application and the applicant age.

# ANALYZING THE DATA

“Exploratory Data Analysis”

The relation between the accepted applications and if they had a load

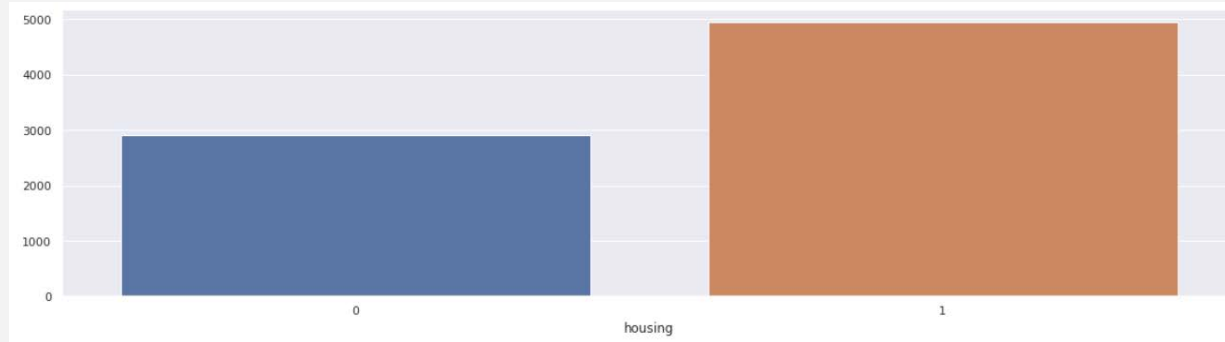


- It can be seen that most of the accepted applications didn't have a previous loan. Meaning that it can be taken into consideration in decision making

# ANALYZING THE DATA

“Exploratory Data Analysis”

The relation between the accepted applications and if they have a house

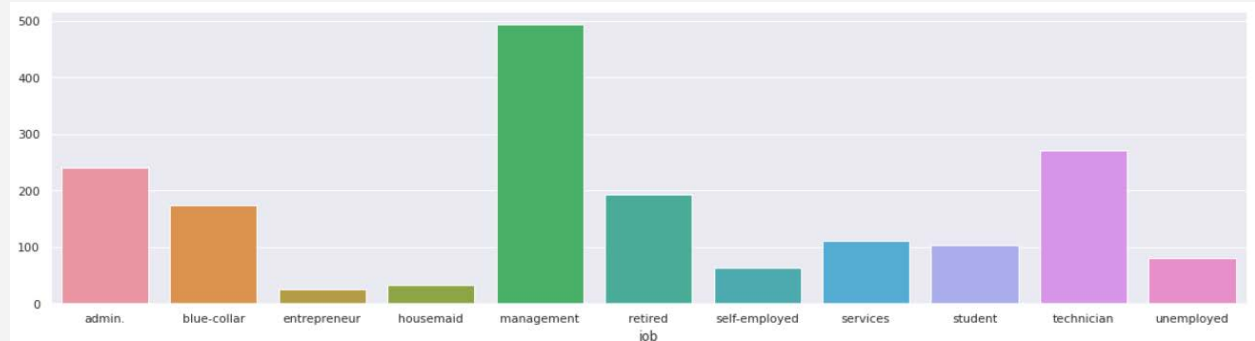


- It can be seen that most of the accepted applications have house. The relation is not that high still it should be taken in consideration in decision making

# ANALYZING THE DATA

“Exploratory Data Analysis”

The relation between the accepted applications and the applicant's job

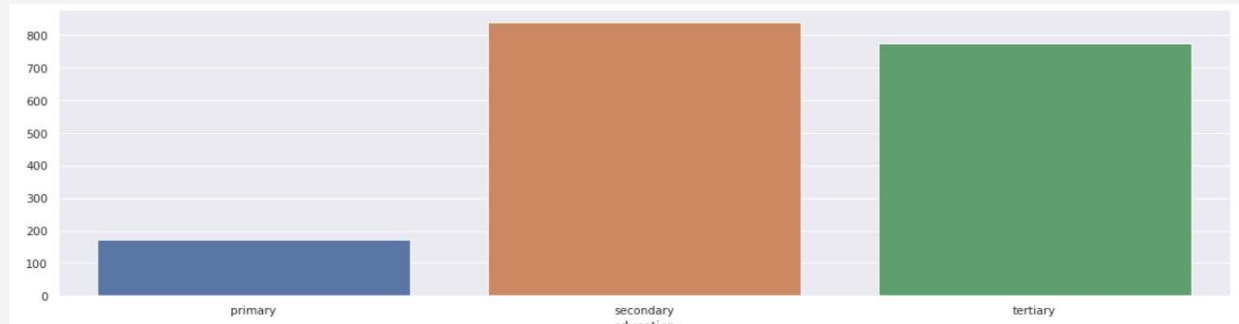


- It can be seen some jobs have higher probability of getting accepted. This means it should be taken into consideration.

# ANALYZING THE DATA

“Exploratory Data Analysis”

The relation between the accepted applications and the applicant's education

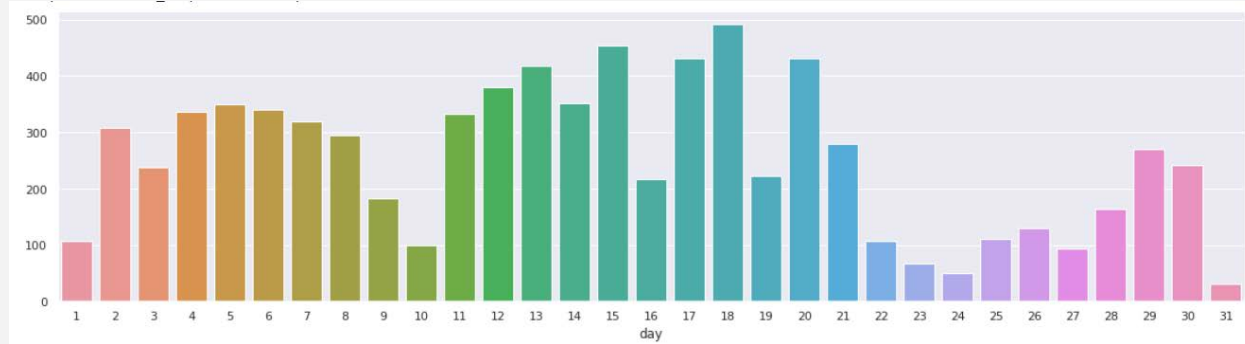


- It can be seen education influences the probability of getting accepted. This means it should be taken into consideration.

# ANALYZING THE DATA

“Exploratory Data Analysis”

The relation between the accepted applications and the application day

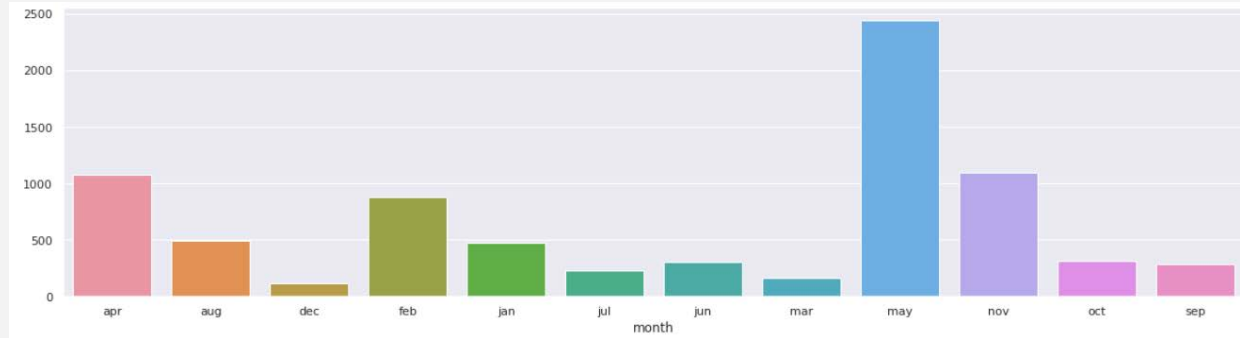


- It can be seen that the day of application does not influences the probability of getting accepted. This means it should not be taken into consideration.

# ANALYZING THE DATA

“Exploratory Data Analysis”

The relation between the accepted applications and the application month



- It can be seen that the month of application does not influence the probability of getting accepted. This means it should not be taken into consideration.





# Final Recommendations

1. Outliers are not to be removed.
2. There is a direct relation between the loan and the acceptance of the application (Important feature for classification).
3. Some jobs have higher priority for acceptance (important feature for classification).
4. Some features do not have effect on the output as day and month (Not to consider).



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# Model Recommendation

- The first model will be **Naïve Base** because:
  - It is very fast at classifying unknown records.
  - It is simple and easy to implement.
  - It doesn't require as much training data.
  - It handles both continuous and discrete data.
  - It is highly scalable with the number of predictors and data points.
- The second model will be **Linear regression** because:
  - It is easier to implement, interpret, and very efficient to train.
  - It can interpret model coefficients as indicators of feature importance.
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# MODEL EVALUATION

The models can be evaluated using different methods, here three evaluation methods shall be used.

1. **Accuracy:** The number of classifications a model correctly predicts divided by the total number of predictions made.
2. **Precision and Recall:** Recall: The ability of a model to find all the relevant cases within a data set. Precision: The ability of a classification model to identify only the relevant data points.
3. **F1 Score:** The F-score is a way of combining the precision and recall of the model.

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# GitHub Repository link

<https://github.com/alymedhat10/Bank-Marketing-Campaign-.git>



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The background features several orange geometric lines. One line starts from the top left, goes down and to the right, then up and to the right. Another line starts from the top right, goes down and to the left, then down and to the right. A third line starts from the middle right, goes down and to the left, then down and to the right. These lines create a series of triangles and polygons across the slide.

# THANK YOU

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