

Term Deposit Prediction & Marketing Analysis

Targeting Customers that are likely to opt into a Term Deposit service

Business Science

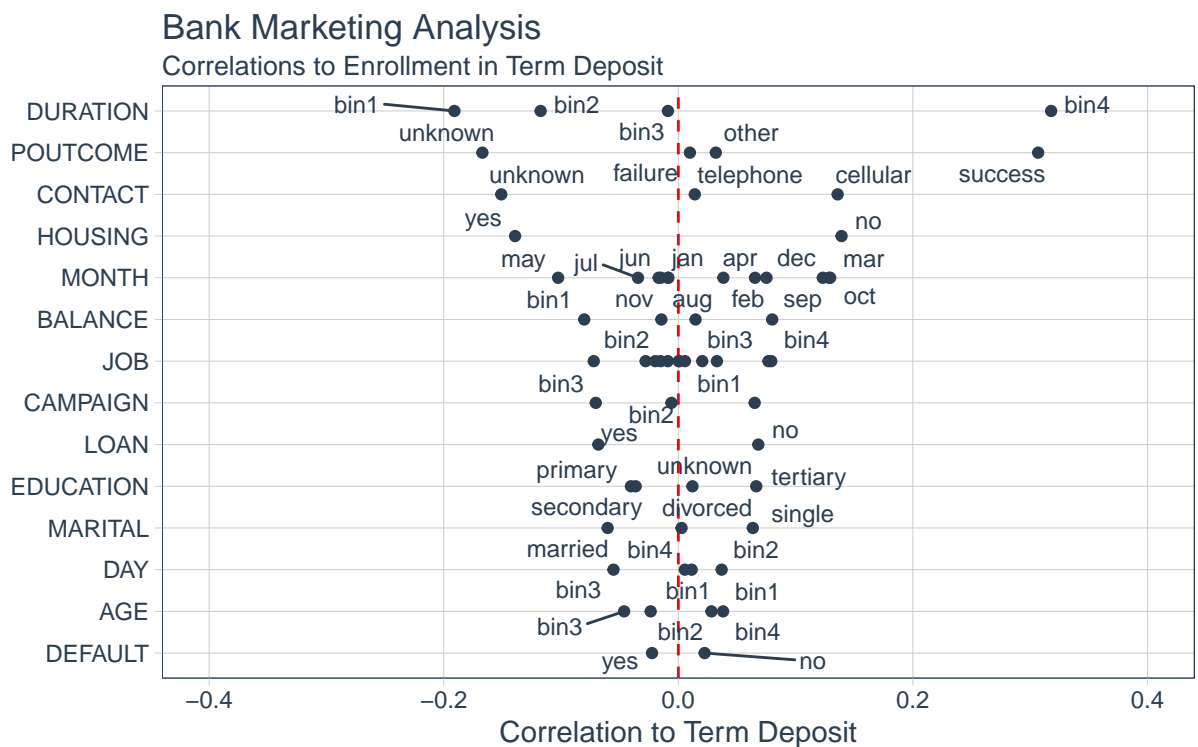
2/13/2019

Executive Summary

- Duration since last contact and success of prior enrollments are correlated to success of Term Deposit opt-in
- A strategy targeting customers that haven't been contacted in 319 days and have those with prior enrollments yield 32% positive outcomes (enrollments) vs 4.3% otherwise.

Analysis

Correlation of various features to Term Deposit enrollment. Duration since last contact and success of prior enrollments are correlated to success of Term Deposit opt-in.



Strategy

A strategy targeting customers that haven't been contacted in 319 days and have those with prior enrollments yields 32% positive outcomes (enrollments) vs 4.3% otherwise.

