

A blurred background image showing a business meeting. A person's hand holds a blue pen over a document with a bar chart and a table. Another person's hand is visible holding a tablet. The scene is dimly lit, suggesting an office environment.

Marketing Campaign of Portuguese Bank

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Problem Statement

Predict potential clients that will subscribe to the term deposit



Business Value

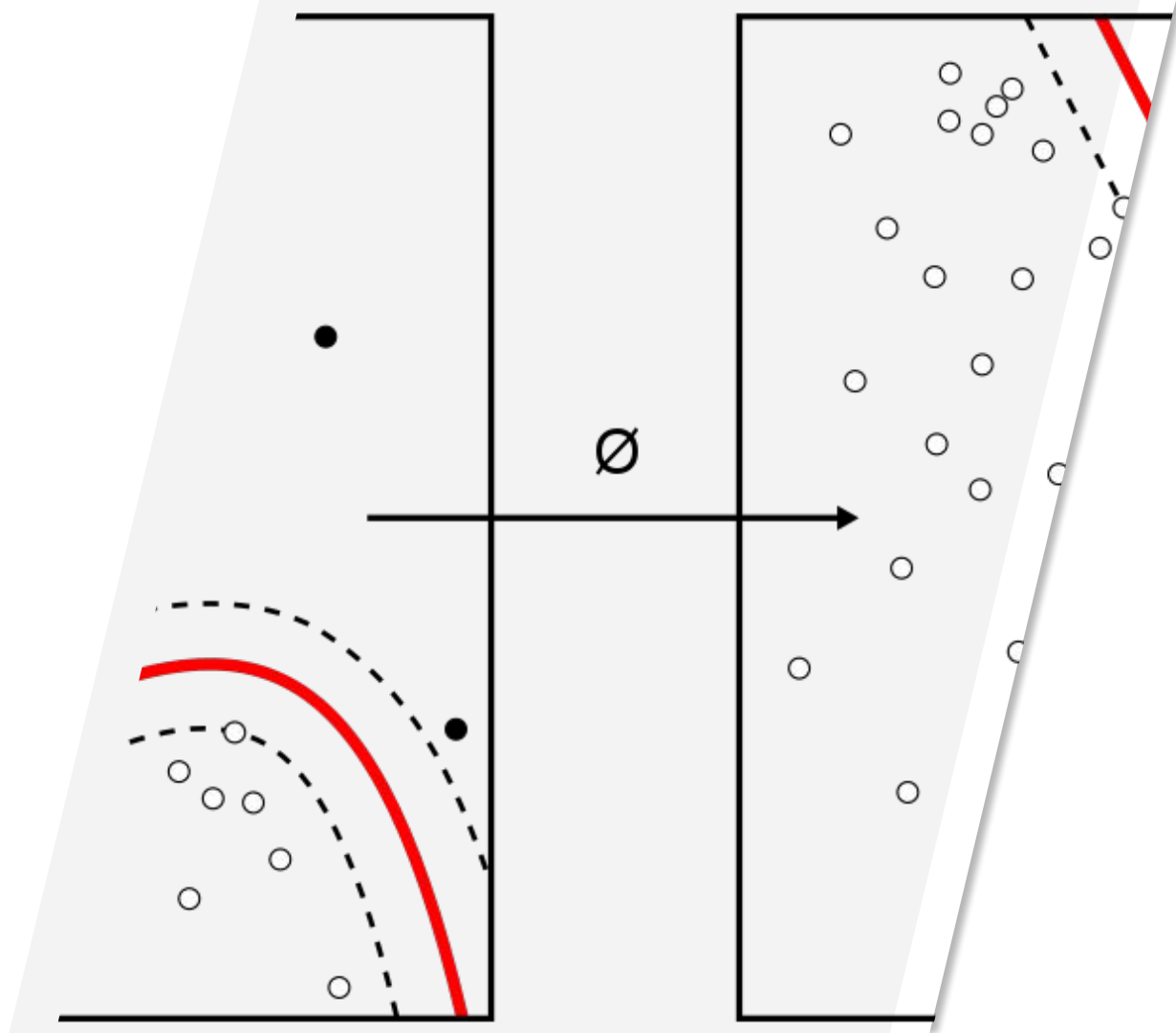
- Increasing clients base
- Cutting marketing costs

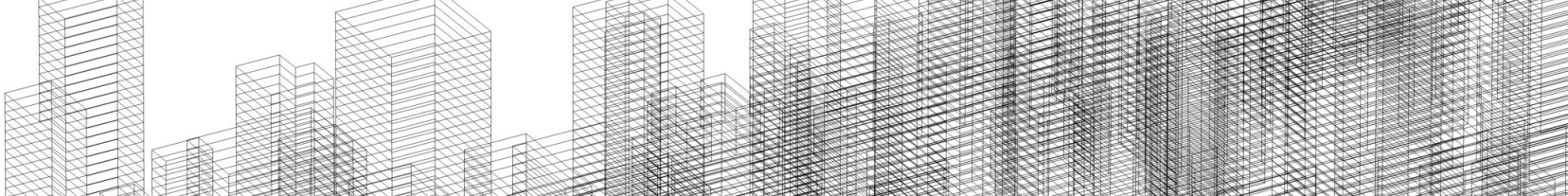


Methodology

EDA

Classification Models



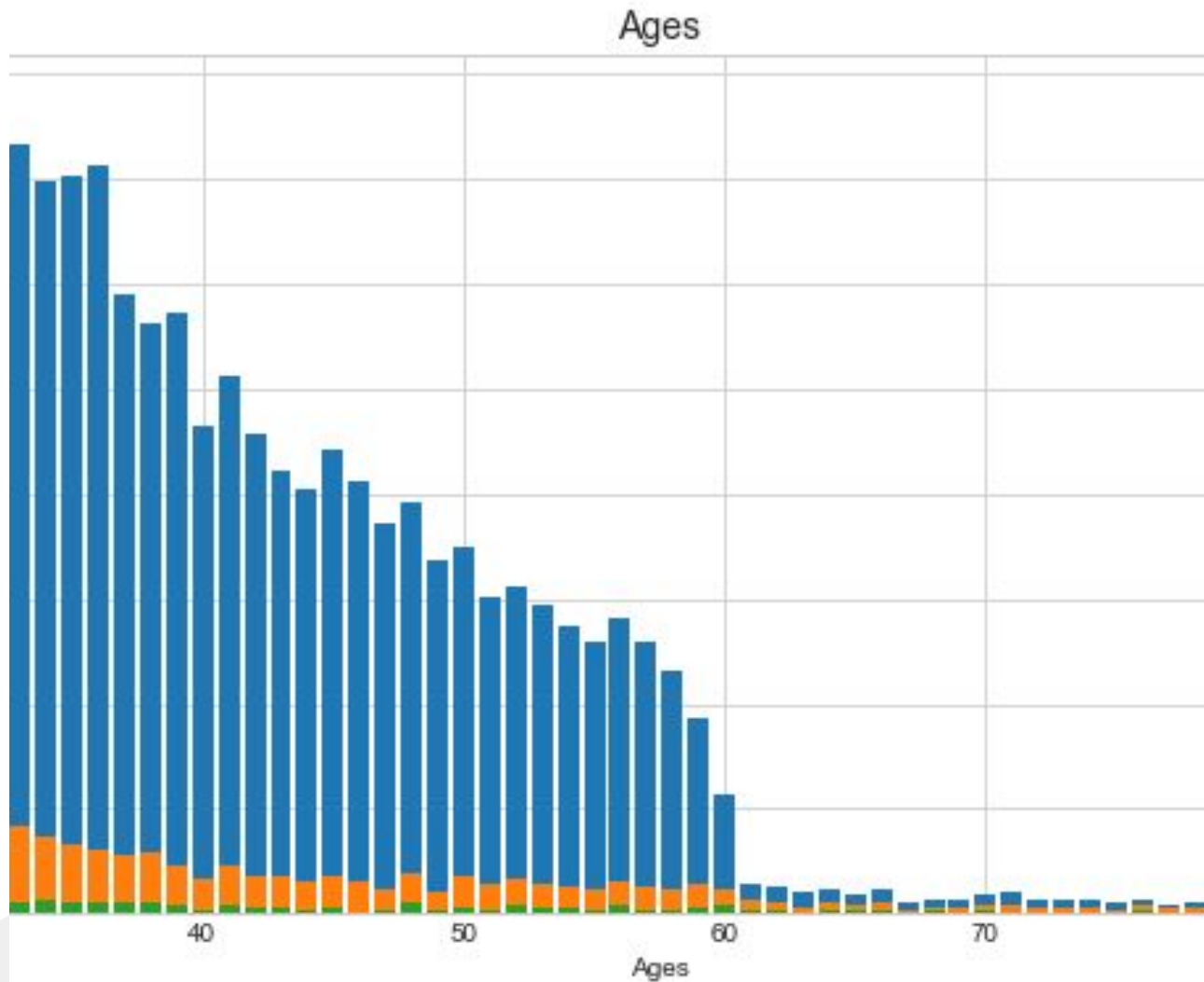


Findings

- 11% of clients subscribed to the new term deposit
- 65% of previous clients subscribed to the new term deposit

Age Groups

45% of clients who are over 60 y.o has subscribed to the term deposit



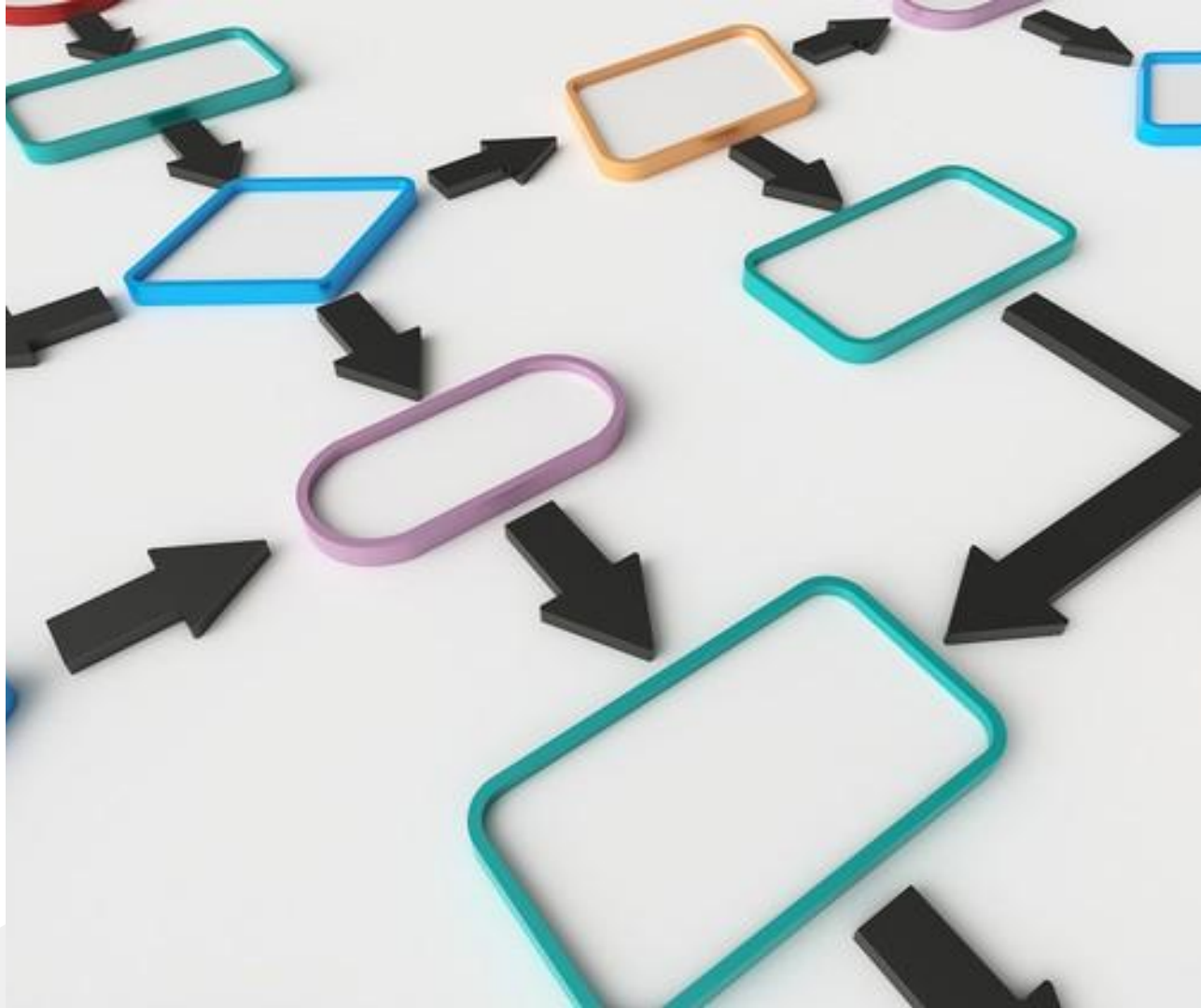


Findings

Two most important factors are Age and Euro Interbank Offered Rate (Euribor)

Prediction

Model was able to identify
56% of clients who will
subscribe to the term
deposit



Future Work

Develop a targeted marketing campaign

Explore alternative marketing tools

