

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

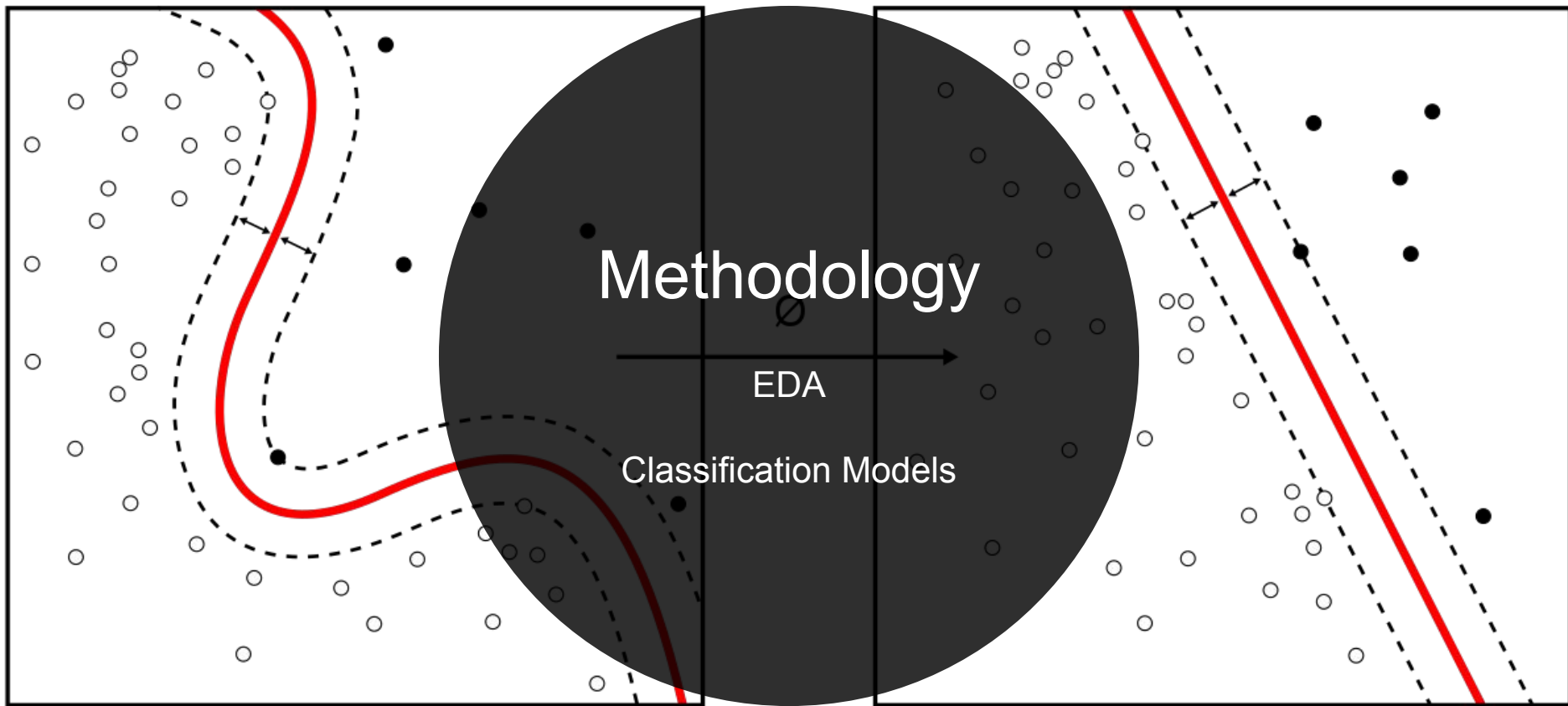
Predict potential clients that will subscribe to the term deposit



# Business Value

- Cutting marketing costs
- Increasing clients base







## Findings

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- Most important factor is Euro Interbank Offered Rate (Euribor)
- 11% of clients subscribed to the new term deposit
- 65% of previous clients subscribed to the new term deposit
- 45% of clients who are over 60 y.o has subscribed to the term deposit



# 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

