

A blurred background image of a business meeting. In the foreground, a person's hand holds a blue pen over a document featuring a bar chart and a table. To the right, another person's hand is visible, holding a tablet. The scene is dimly lit, with a focus on the hands and the documents.

Marketing Campaign of Portuguese Bank

By Arseniy Tyurin

Problem Statement

Predict potential clients that will subscribe to the term deposit



Business Value

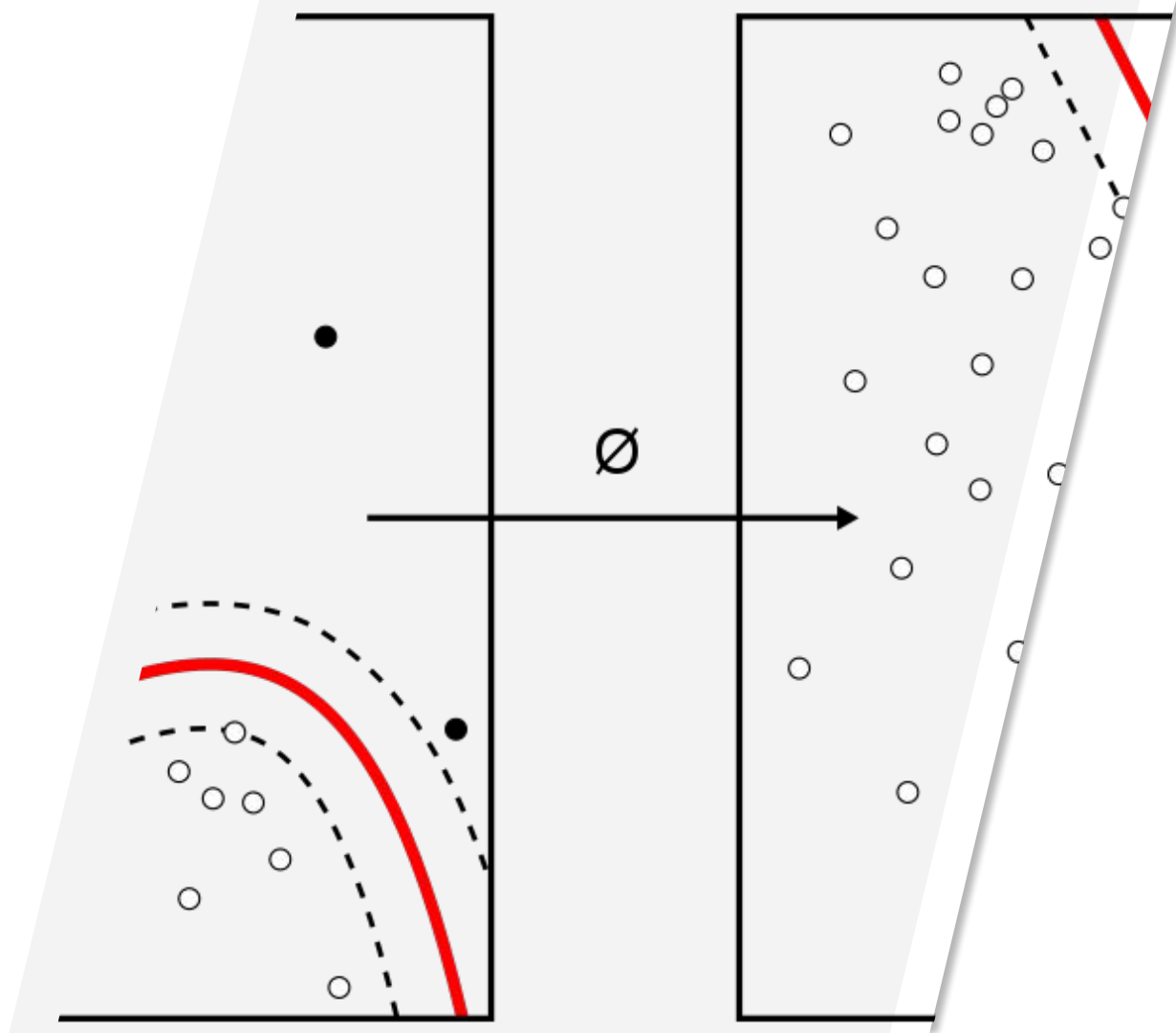
- Cutting marketing costs
- Increasing clients base



Methodology

EDA

Classification Models

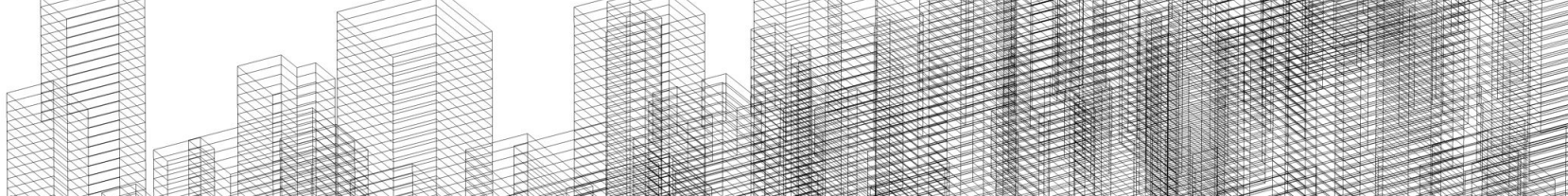




Findings



Most important factor is Euro Interbank Offered Rate (Euribor)

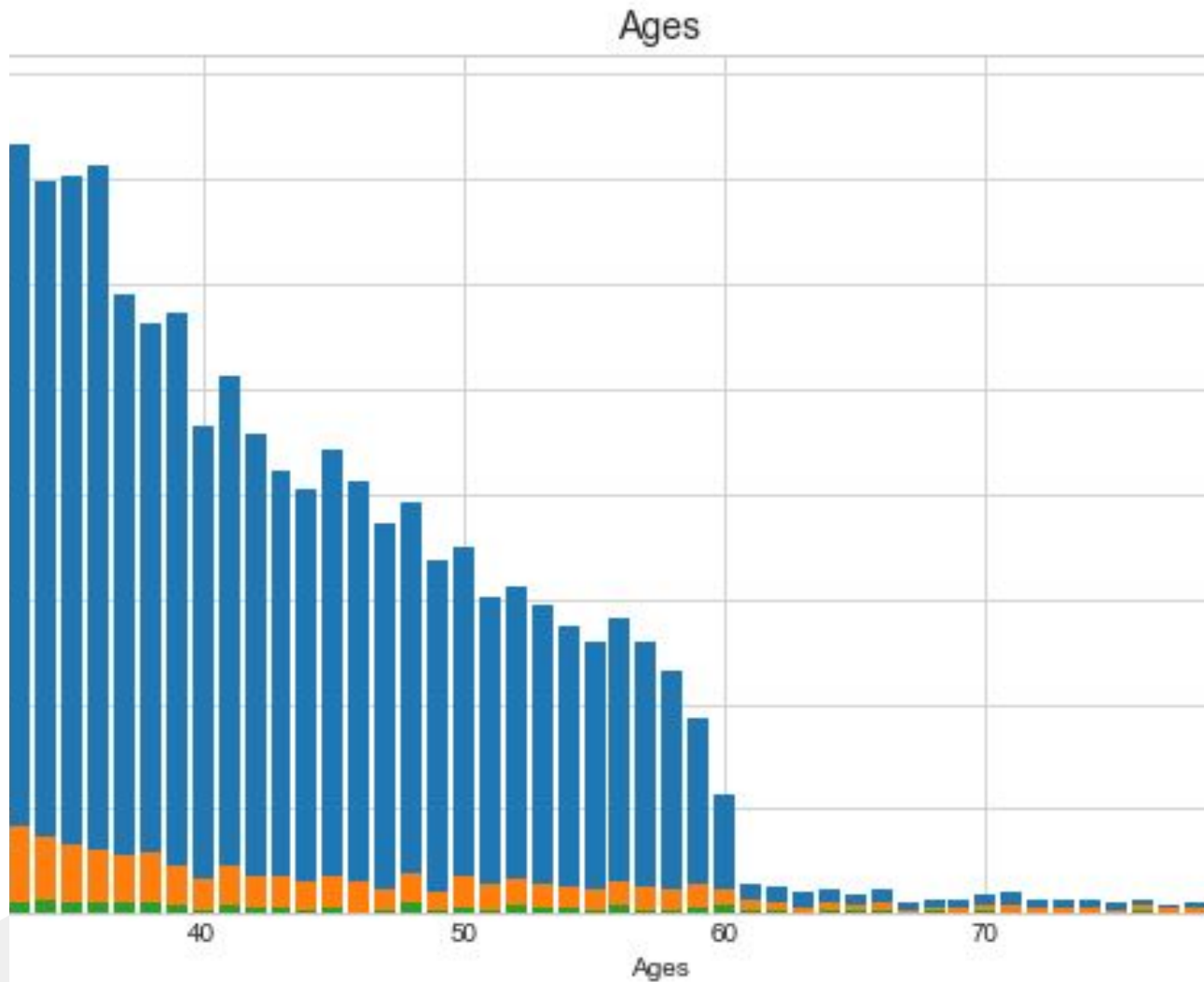


Findings

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

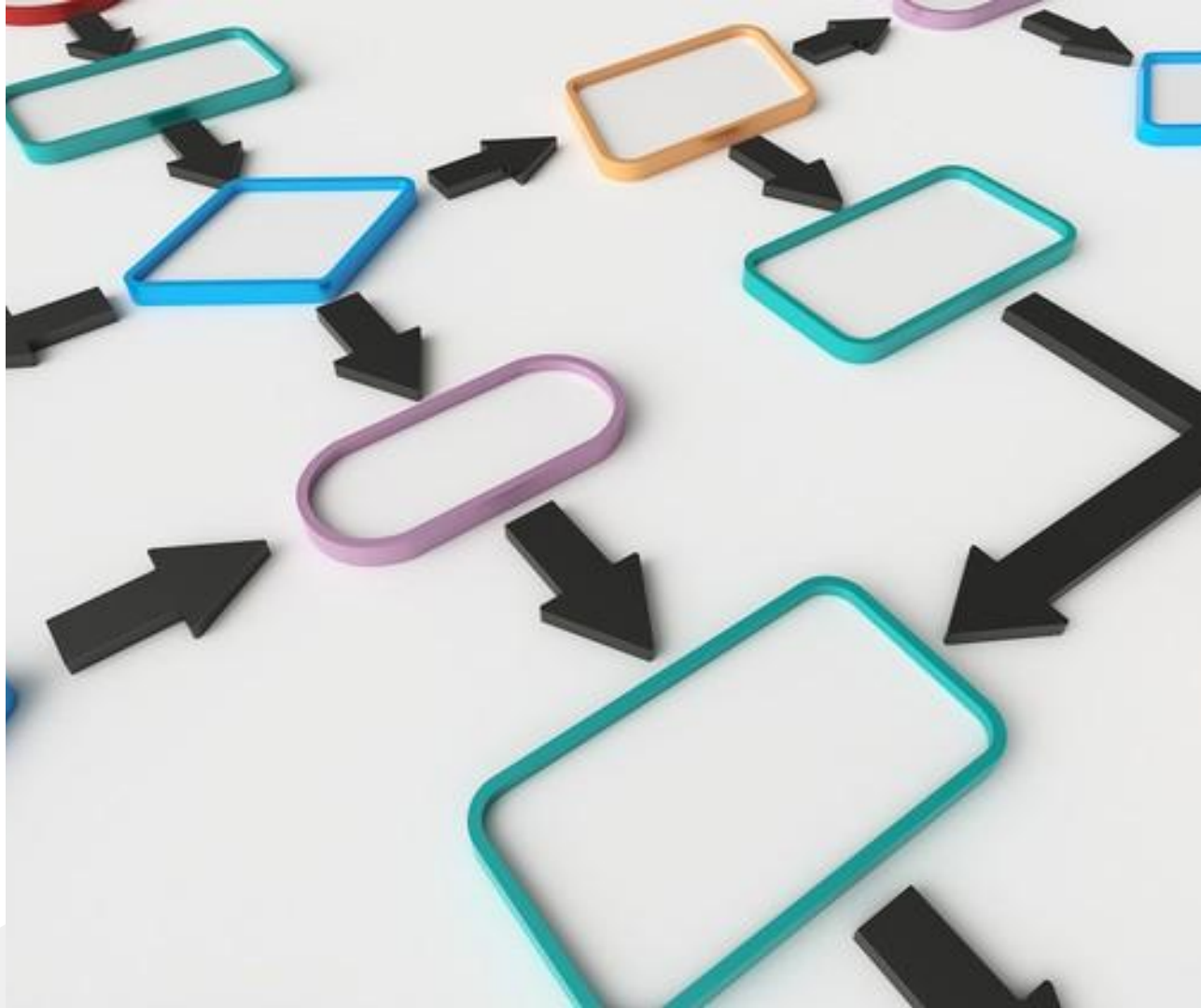
Age Groups

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



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

