

10 Appendix 1: Additional Graphics for dataset exploration



Figure 5: crossed correlation of numerical features

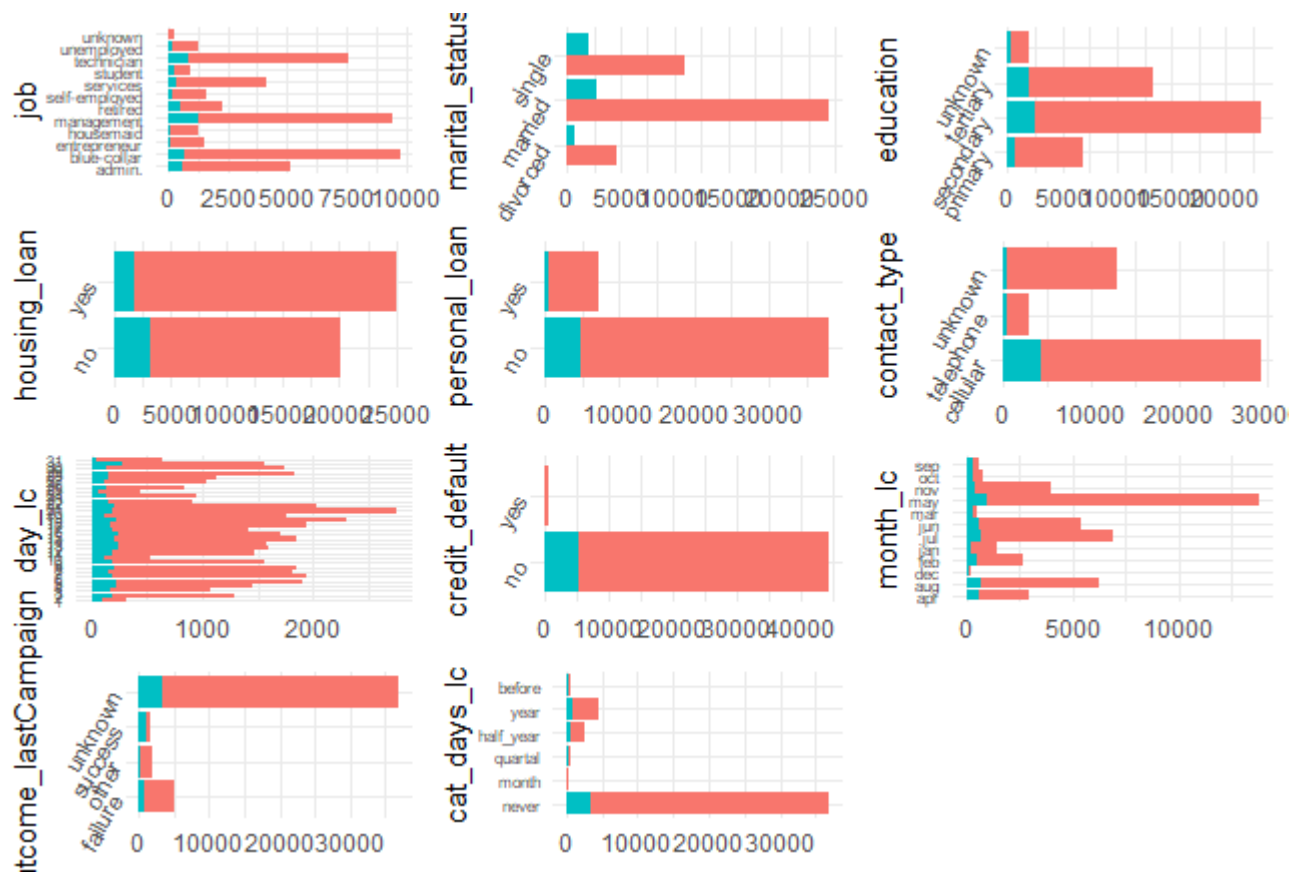


Figure 6: categorical variable exploration

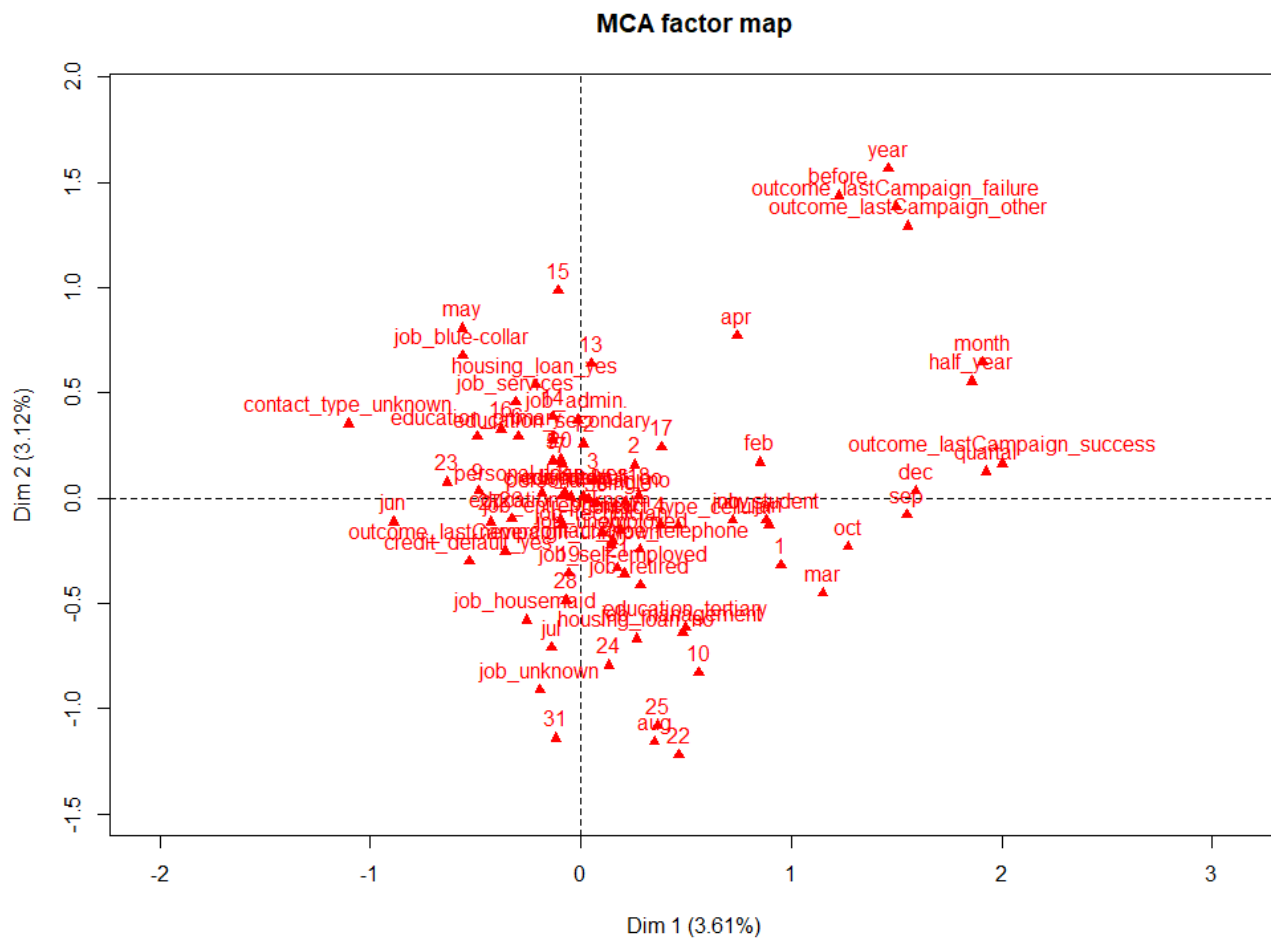


Figure 7: MCA factor map

References

- Bjorn Ottersten Alejandro Correa Bahnsen, Djamila Aouada. Example-dependent cost-sensitive decision trees, 2015.
- Alaa. M. Elsayad Hany. A. Elsalamony. Bank direct marketing based on neural network, 2013.
- UCI Machine Learning Repository. Direct marketing dataset, 2012. URL <https://archive.ics.uci.edu/ml/datasets/bank+marketing>.
- Paulo Rita a Sergio Moro a, Paulo Cortez b. A data-driven approach to predict the succes of bank telemarketing, 2013.
- Femina Bahari Ta. An efficient crm-data mining framework for the prediction of customer behaviour, 2014.