

# Using Data to Effectively Maximize Bank Telemarketing Campaigns

Springboard Capstone 1 Project

by

Crystal Chen

# Banking Industry Success Measurements

- Encouraging consumers to use multiple products from a bank is an industry standard in measuring the success of a retail bank. The higher the average products held by a consumer, the better ranking for the banks.
- Term deposits allow banks to hold funds for a specific period without the difficulties of consumers withdrawing their money unexpectedly. Thus, banks can either invest these funds with high rate of return or loan to other borrowers collecting the net interest margins.
- The ability to increase these profitability from term deposits is also a metric for bank success.

# Marketing New Term Deposit Accounts

- Telemarketing, calling current consumers offering new term deposits.
- Electronic communications, sending communications to those subscribed to bank notifications.
- In branch advertising and in person consultations, personally reaching out to consumers who are interested in branch locations.
- Each method above is taxing on resources and require lots of manpower through hours and wages without a slight inkling on whether a consumer will subscribe to a new deposit or not.
- However, what if we can weed through possible consumers and placing high priority on those who have a higher probability in subscribing to a term deposit?

# Purpose

- Use data to predict which consumers have a higher probability of subscribing to a new term deposit.

# Data Trends

- One of the highest indicators is the rate of The Euribor. Most new subscriber term deposits were open during high Euribor rates.
- Finding the optimal interest rate while remaining profitable is important for opening new term deposits.

