A Portuguese banking institution used data obtained through its marketing campaign to predict whether clients are likely to subscribe to a term deposit. The bank’s marketing campaigns were centered on making direct phone calls. The data acquired shows a variety of information pertaining to the potential clients, including such metrics as age, job, marital status, education, and loan history. They also recorded information regarding the specifics of each phone call and marketing representative, including the duration of the call, the day/time of the call, the number of times the client has been called and whether their previous call was successful.

We must begin by conducting further analysis to accurately predict whether each client will subscribe to their term deposit. Our project will be considered successful if we can accurately predict which set of conditions will lead to a client subscribing to a term deposit. We must construct a model that uncovers the precise groups of individuals and the times they are likely to subscribe. In doing so, we can present these findings to the Portuguese banking institution so they can focus their marketing efforts in a more efficient manner.

In terms of cleanliness, our main issue was the ‘unknown’ values were not read as null and required correction. Several of the columns delivered as ‘object types’ with values of either yes or no, we decided to change these datatypes to Boolean. We replaced missing values on several of the columns with the most common value, and all instances of yes and no with 0 and 1. Numerous column headers were problematic and were updated for clarity. We relied heavily on dummy variables to organize the data for decision tree making and grouped categorical data to prepare for dummy variables. We decided to drop the “default” column because it had 3 values that were yes, and to drop the “pdays” column because of its repetitive value “999”.

To conclude our analysis single people, people with higher income, people with personal and home loans are more likely to say yes. Duration factors in too heavily because longer phone calls will almost always lead to yes. For the “campaign’ and “previous” columns we expect people are less likely to respond to phone calls if already contacted several times beforehand. For “poutcome” we think people are more likely to say yes if they said yes the first time.