Machine Learning

Predicting the Success of Bank Telemarketing

Brought to you by Douglas Lu

Agenda

1. **Project Overview**
2. **Analysis**
3. **Recommendation and Implementation**
4. **Next Steps**
5. **Conclusions**
6. **Q & A**

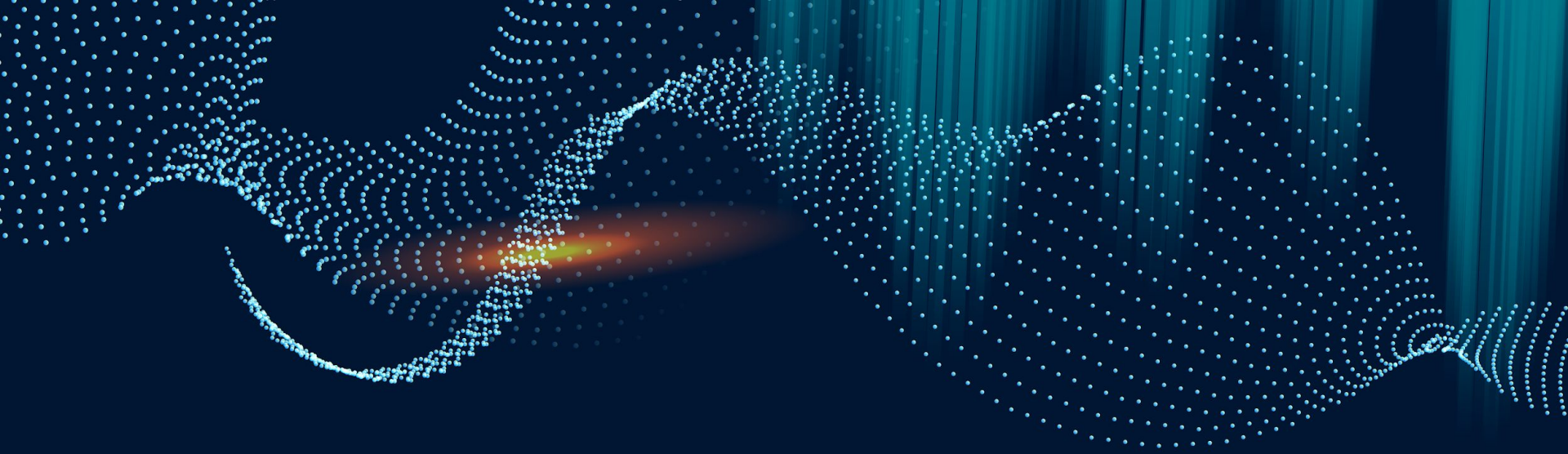# Project Overview

Who Will Subscribe to a Term Deposit?

Business Problem

15%

40%

20%

25%

● Factor 1   ● Factor 2

● Factor 3   ● Factor 4

Analysis

Models, Predictions, Key Features

Analysis

Models

Insert Text

Predictions

Insert Text

Features

Insert Text

Business Recommendation

Implementation

Implementation 1

Insert Text

Implementation 2
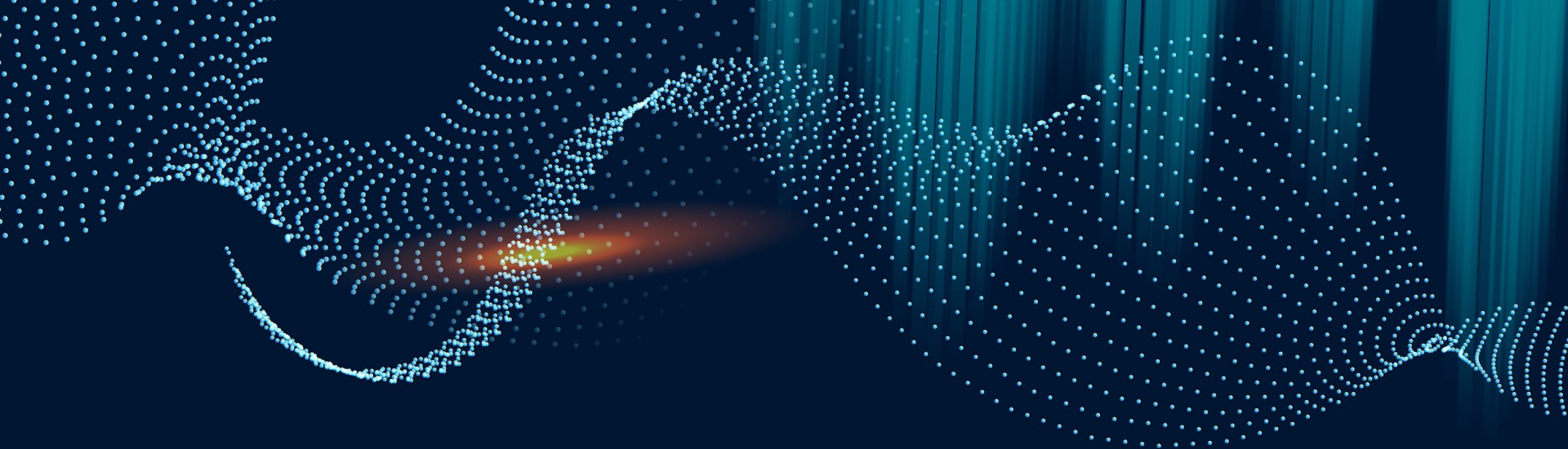
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NEXT STEPS & CONCLUSIONS

Next Step 1

Insert Text

Next Step 2

Insert Text

Next Step 3

Insert Text

Q & A

THANK YOU!

Do you have any questions?

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