



Machine Learning

Predicting the Success
of Bank Telemarketing

Brought to you by Douglas Lu

Agenda

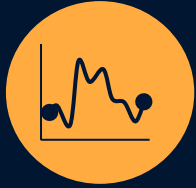
1. Project Overview
2. Analysis
3. Recommendation and Implementation
4. Next Steps
5. Conclusions
6. Q & A



Project Overview

Which **Factors** Influence a Client's
Decision to Open an Account?

Business Problem



Economic Factors?

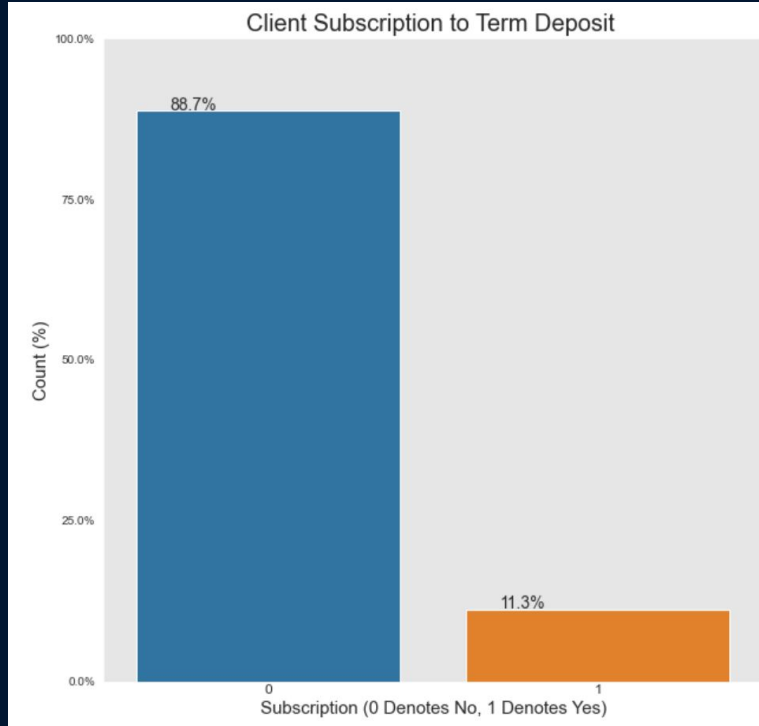


Client-specific?

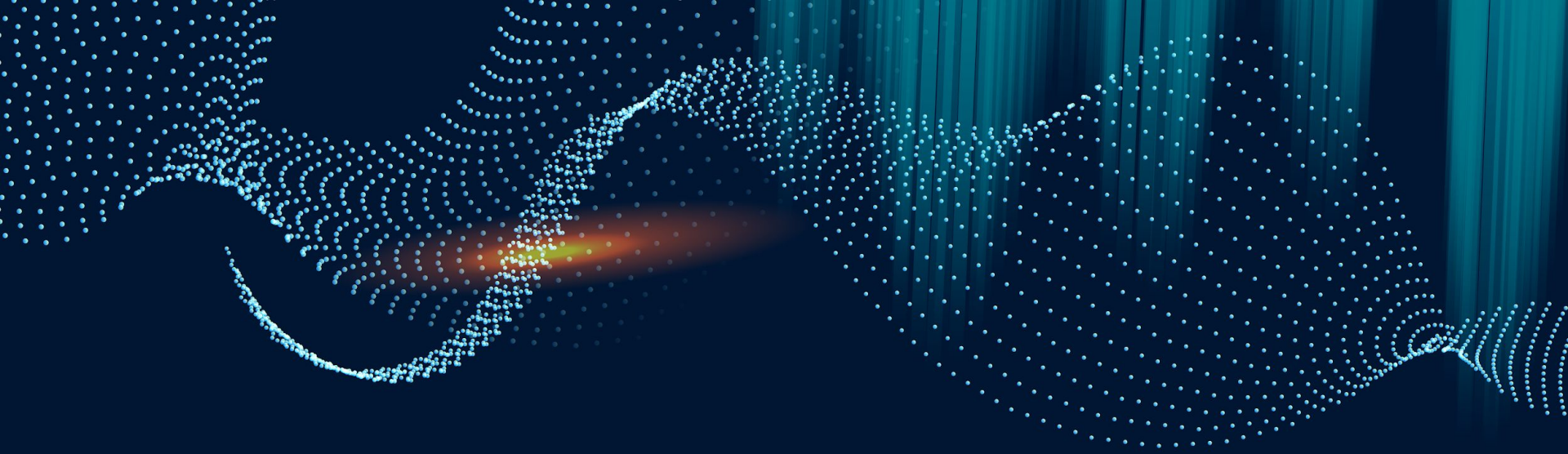


Campaign?

Data Source



- Telemarketing Campaign From Portuguese Financial Institution
- 41,118 Touchpoints
- 20 Distinct Features



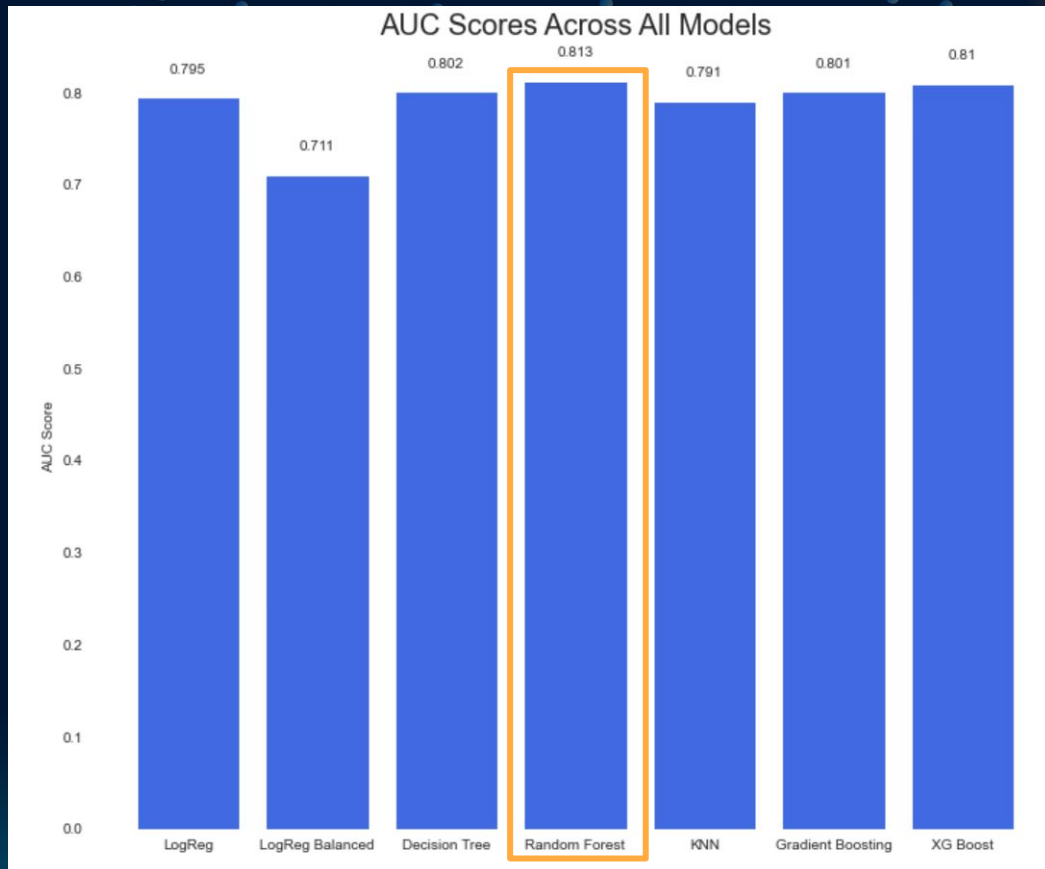
Analysis

Models, Predictions,
and Key Features

Analysis



Model Evaluation



Business Recommendation



Implementation



Duration of Call



**European 3
Month Libor Rate**



**Number of
Employees at the
Firm**

NEXT STEPS & CONCLUSIONS





Q & A

THANK YOU!

Do you have any questions?



douglas.g.lu@outlook.com



<https://www.linkedin.com/in/douglas-lu/>



<https://github.com/douglasglu>

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