**Group 7 - DBS (DataBank Squad)**

**Topic**

**BANKING MARKETING TARGETS :**

Predict whether the customer will be buy deposit products

**Teams :**

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**Problem Statements :**

* The purchase of deposit products of Bank X is below average, so that affects the circulation of money in the bank. Bank X needs to attract more customers to make significant profit and deliver more loans to small to large businesses.
* Bank X needs to optimize the marketing budget and it needs to predict new or existing customers which have high potential of buying deposit products based on the customer's profile.

**Goal :**

To predict if the customers will subscribe to a term deposit, based on customers classification.

**Objective :**

Help marketing teams achieve their target by optimizing marketing budget based on customer prediction.

**Business Metrics:**

* Conversion Rate (Ratio of amount of call and subscribed customer (y)).
* Cost of campaign (Duration x No of contact x Cost per duration).
* Average call per month per subscribed customers

**Role :**

As a team of data scientists at the DBS company, our role is to predict which customers will subscribe to a term deposit. The processed data will be the basis of the marketing team in conducting the campaign.