

# Project: Bank Marketing (Campaign)

**Week 8:** Deliverables

**Name:** İlke Candan Bengi

**University:** Marmara University

**Email:** ilkecandan@hotmail.com

**Country:** Turkey

**Specialization:** Data Science

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# 1-Problem Statement

ABC Bank wishes to offer its term deposit product to clients, and before doing so, they want to create a model that will assist them determine if a certain consumer would buy their product or not (depending on the customer's previous interactions with the bank or another financial institution). Bank wants to utilize ML model to shortlist consumers who are more likely to buy the product so that their marketing channels (telemarketing, SMS/email marketing, etc.) may focus exclusively on those customers who are more likely to buy the product.

# Data Collection

The information is connected to a Portuguese financial institution's direct marketing efforts. Phone calls were used in the marketing activities. More than one contact with the same consumer was frequently necessary in order to determine if the product (bank term deposit) will be subscribed to ('yes') or not ('no').

# Data Preprocessing

We can easily see from the EDA and model selection sections that length is a crucial factor in shaping the result of our dataset. The more leads that are interested in establishing a deposit, the more calls they will receive, and the call time will be longer than the average. We have also discovered that work and education have a significant role in determining the result. Here are a few bank ideas that might assist enhance deposit rates.

-Listen to the leads and gather additional information in order to give the optimal deposit plan, which can lengthen calls and lead to a deposit.

-Approaching leads at the start of the new bank period is a smart idea because many have exhibited great outcomes based on data history.

-Tune the campaign based on national econometrics; do not channelize campaign spending when the national economy is performing poorly.

-,Classify job responsibilities according to corporate levels and contact all tier 1 workers within a few days of the campaign's launch.