Effectiveness of marketing techniques is a crucial question for any business seeking to gain customers. For this project, our team decided to study the topic of marketing effectiveness by analyzing a dataset of a direct marketing campaign for a Portuguese banking institution. The dataset is provided by Kaggle and can be found here: <https://www.kaggle.com/edith2021/bank-marketing-campaign>

Our SMART questions will be tailored toward building models to help the bank make optimal use of its marketing campaigns. Specifically, we will ask:  
- What factors are related to a customer subscribing to a term deposit?  
- Can we predict who will subscribe based on demographic or economic factors, or based on marketing techniques?  
- Who will become our potential customers based on demographics?

To answer these questions, we project that we will use the following techniques: clustering to determine if the potential customers can be grouped, logistic regression to predict the binary result for potential customers (subscribed or declined), feature selection to determine which prediction variables make the best model. There are 4523 observations in our dataset.

Github: <https://github.com/juliajin1002/NearestNeighbors>