

CAPSTONE PROJECT 'BANK MARKETING'

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DATA INCUBATOR INTERVIEW



WHAT IS THIS DATA ABOUT

- Each year, banks contact around 50,000 of their clients and encourage them to make a deposit?
- **Why does bank do that ?**
- It's a **source of funding** for the bank, the bank lends the money with **higher interest** to other business or clients, the **difference interest rate goes to the bank**.
- **why clients might not be willing to do so ?** If a customer wants to close a term deposit before the end of the term, or maturity, **the customer will be subject to a penalty**. This penalty may include the loss of any interest paid on the deposit account until that point.

DATA?

Data includes **personal information** of clients such as age, job, education,... and **contact information** like day and month,... of contact

~**4MB** data, solved in python

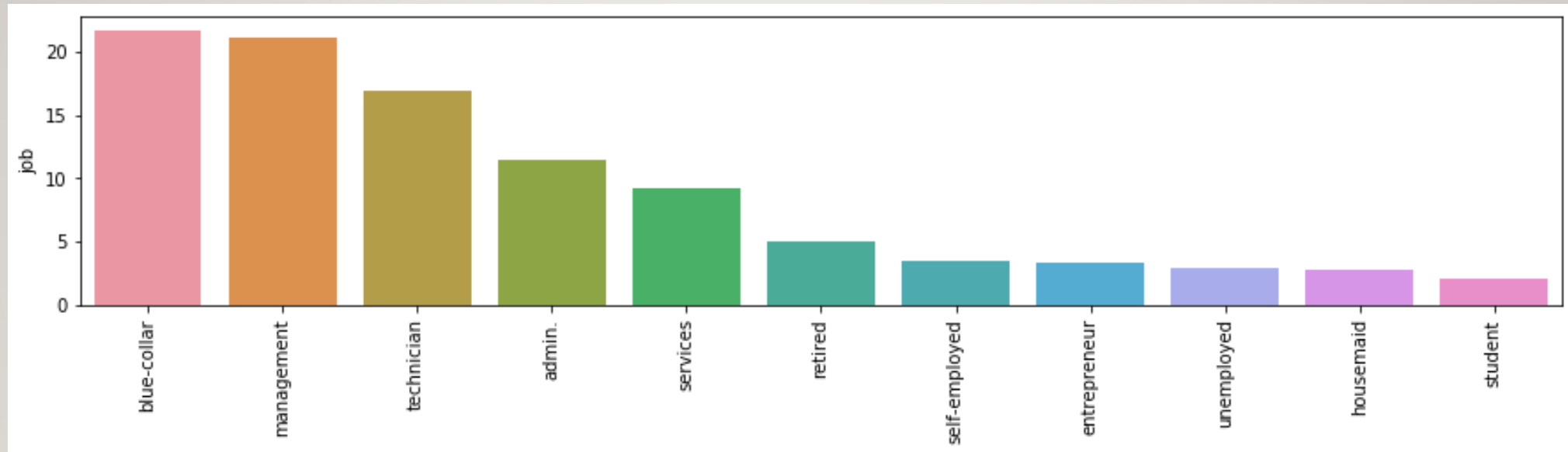
Challenges of this data?

Many missing values and **imbalance data**, less than 12% of clients subscribed the term deposit!

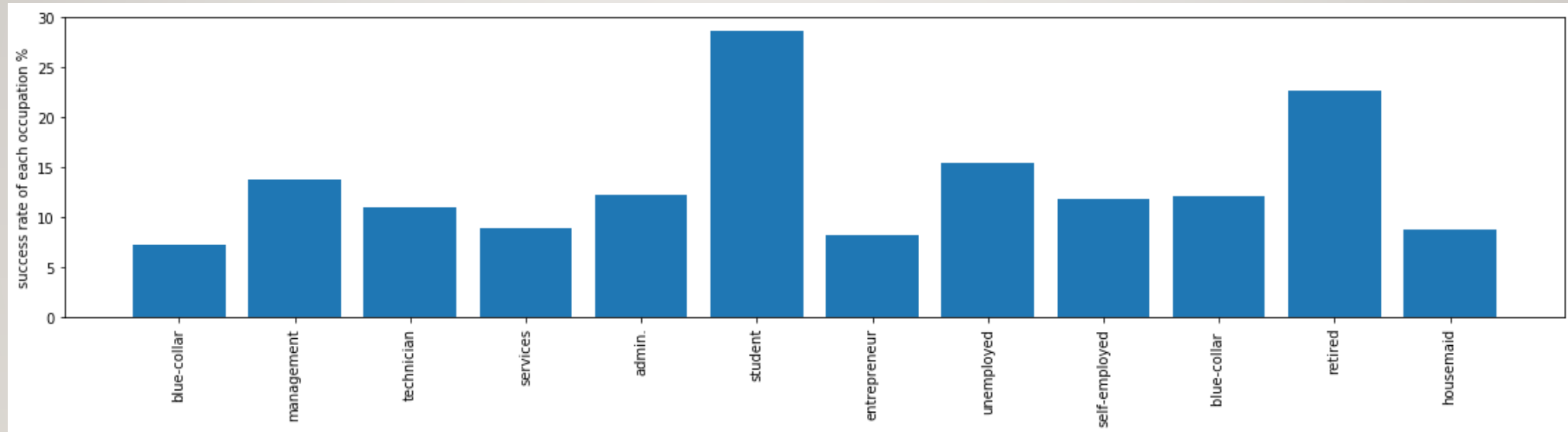
GOAL: HIGHER RECALL

- **How can I help the bank?**
- I can help to **increase their success rate**, meaning more subscriptions
- Preferable metrics for purpose of this data is recall, **Higher recall**

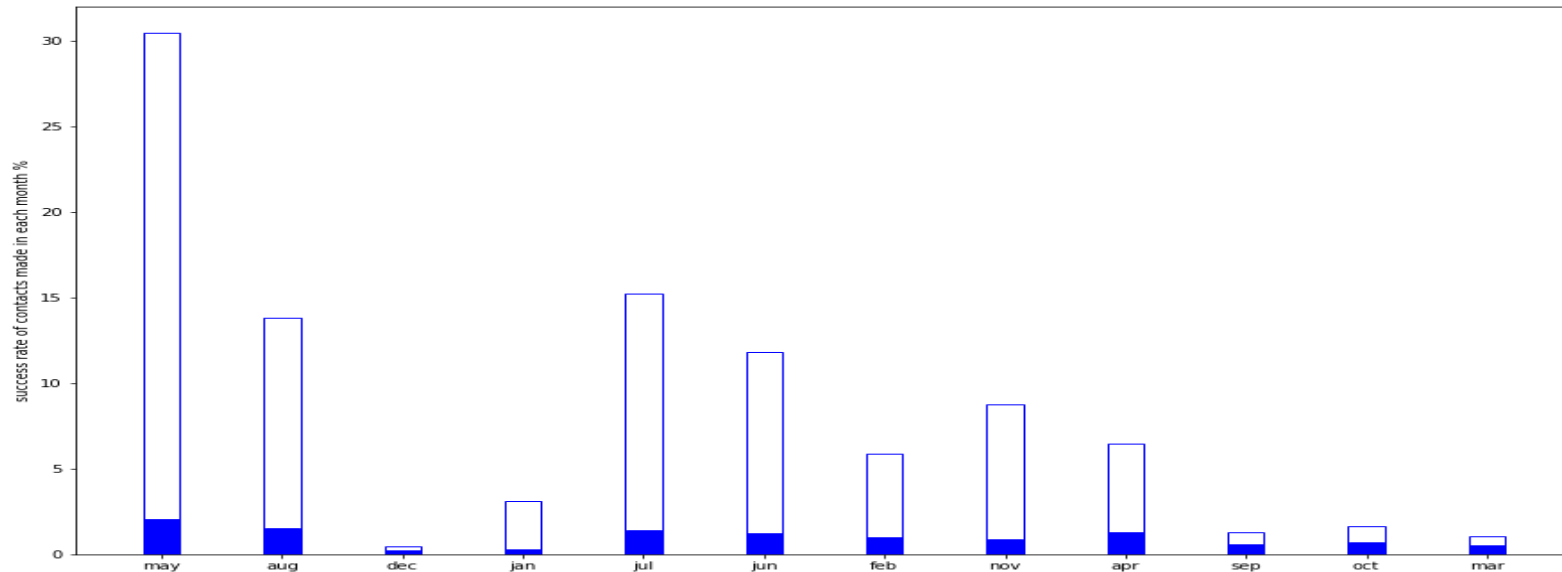
FREQUENCY OF CALLS FOR EACH OCCUPATIONS



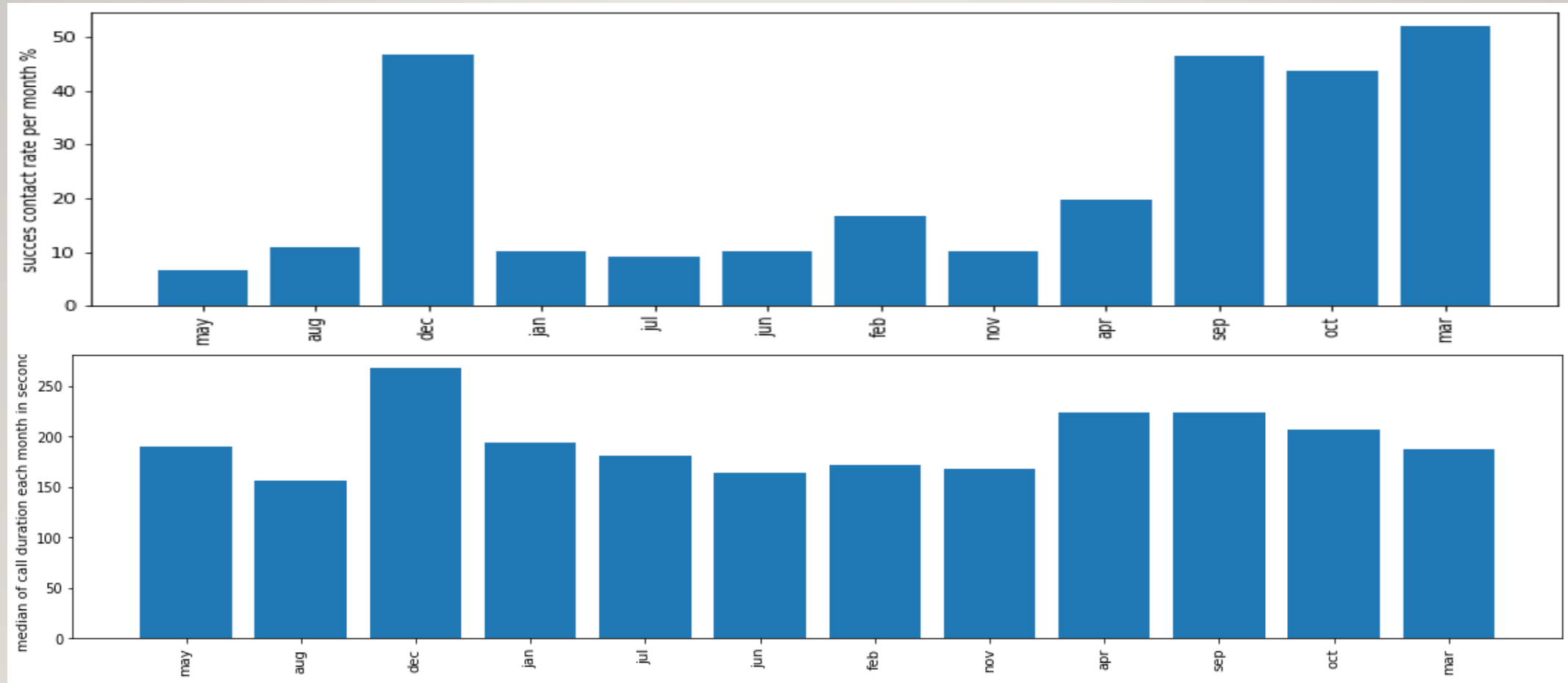
SUGGESTION #1: CALL MORE STUDENTS AND RETIREE



MONTHS WITH LOWEST NUMBER OF CONTACTS HAD HIGHEST SUCCESS RATE!



FEWER PHONE CALLS, LONGER PHONE CALLS



SUGGESTION FOR NEXT CAMPAIGN

- 1. Call more students and retirees and fewer blue collars
- 2. Call clients during cold seasons, fall and winter
- 3. Try to have a longer conversation, engage customers in a conversation and try to have minimum 2 minutes long call

JOB AND EDUCATION

