**About Dataset**

There has been a revenue decline in the Portuguese Bank and they would like to know what actions to take. After investigation, they found that the root cause was that their customers are not investing enough for long term deposits. So, the bank would like to identify existing customers that have a higher chance to subscribe for a long-term deposit and focus marketing efforts on such customers.

**Data Set Information**

The data is related to direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be subscribed ('yes') or not ('no') subscribed.

**Goal:**

The classification goal is to predict if the client will subscribe (yes/no) a term deposit (variable y).