Agenda and Intro

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01 The Bottom Line

02 Data Overview
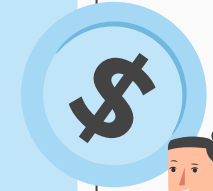
03 Modeling and Stats

04 App Workflow and Demo

05 Next Steps / Wrap Up

The Bottom Line

Reduce the risk of missed business by automatically calculating the likelihood of customer acquisition from a list of leads

Data Overview

Dataset Overview

45, 307
Customer Interactions

2008 - 2011
Campaign Timeline

Dataset Features

Customer
- Age
- Job
- Education

Campaign
- Last contact
- Previous success
- Contact details

Economic
- EURIBOR Rate
- CPI Rate
- Employment Rate

Modeling and Insights

Recall / Accuracy Performance

73%

Insights

Relationships are everything

Previous customers are more likely to subscribe to new offerings

Economic performance matters

Customers are highly educated and likely know best times to purchase

Stay with those leads
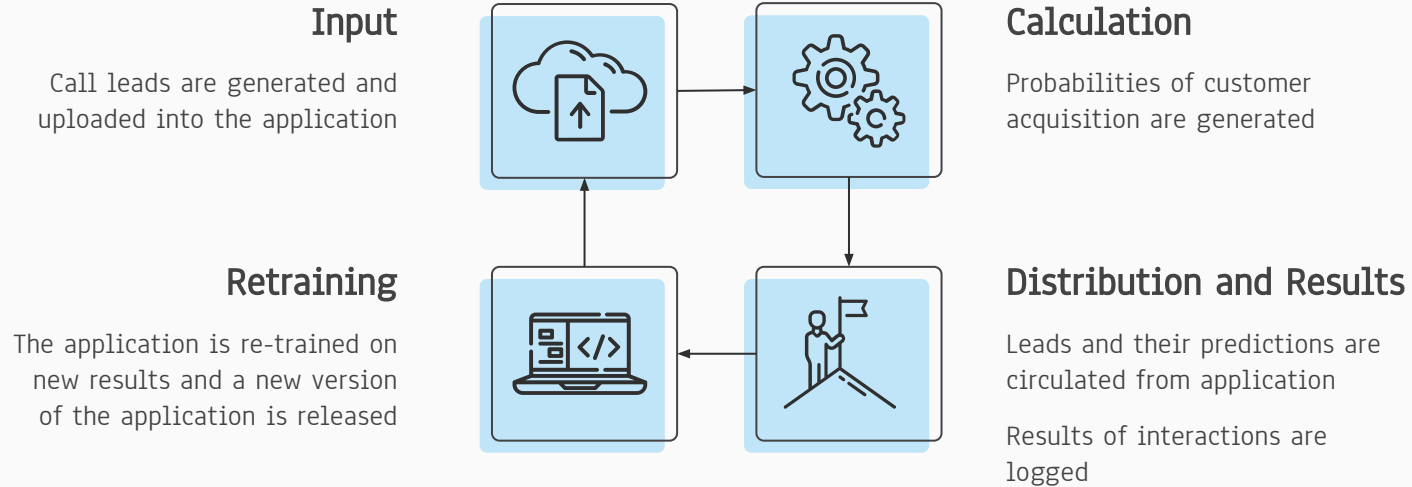
Less time between calls means increased acquisitions

App Use and Demo

Input

Call leads are generated and uploaded into the application

Calculation

Probabilities of customer acquisition are generated

Retraining

The application is re-trained on new results and a new version of the application is released

Distribution and Results

Leads and their predictions are circulated from application

Results of interactions are logged

Next Steps

Product Integration

Model would greatly benefit from inputting the product on offer when determining customer acquisition

App Expansion

App functionality can be expanded to input leads without use of CSV file, and display helpful visualizations and other metrics

Automatic Retrain

With additional effort, app can be coded such that it automatically retrains on newly introduced data

Projected Timing:

TBD - Depends on availability

May 2023

June 2023

THANKS

Does anyone have any questions?

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