Analysis Plan

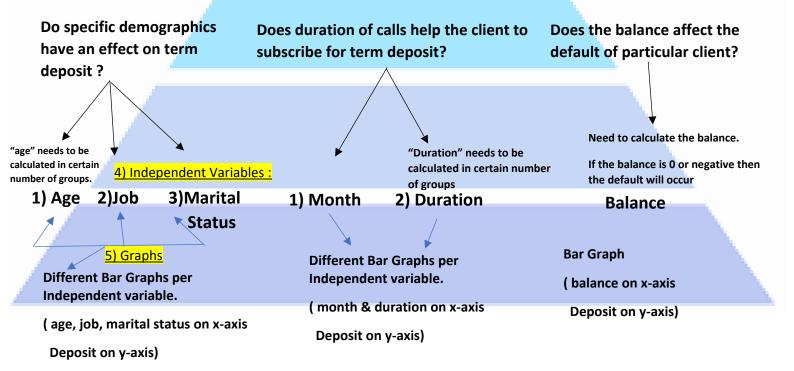- **Structured Pyramid Analysis Plans (SPAP)**

1) SMART Goal :

Determine various factors that will most effectively increase the chance of customers subscription.

2) Dependent Variables :

DV1: Deposit. Whether the deposit was done or not directly affecting the bank performance.

3) Specific Questions

Do specific demographics have an effect on term deposit ?

Does duration of calls help the client to subscribe for term deposit?

Does the balance affect the default of particular client?

"age" needs to be calculated in certain number of groups.

"Duration" needs to be calculated in certain number of groups

Need to calculate the balance.

If the balance is 0 or negative then the default will occur

4) Independent Variables :

1) Age   2)Job   3)Marital Status

1) Month   2) Duration

Balance

5) Graphs

Different Bar Graphs per Independent variable.

(age, job, marital status on x-axis

Deposit on y-axis)

Different Bar Graphs per Independent variable.

(month & duration on x-axis

Deposit on y-axis)

Bar Graph

(balance on x-axis

Deposit on y-axis)

- ## **Hypothesis :**

We can use chi-square method to accept or reject the hypothesis.

1) Does the balance affect default occurrence of the particular client?

   H0 : Balance doesn't affect default occurrence of the particular client.

   H1 : Balance affects default occurrence of the particular client.

2) Does the marital status have effect on term deposit?
   H0: Marital status doesn't have any effect on term deposit
   H1 : Marital status has effect of term deposit.

3) Do the subscriptions increase due to duration of calls?
   H0: Subscriptions doesn't increase due to duration of calls
   H1: Subscriptions increase due to duration of calls.

- ## **Key Performance Indicators :**

1) What is the expected outcome?

: To get more subscribers to deposit in the bank.

2) How will you know you've achieved your outcome?

: When the percentage of customers deposited in the bank has increased by a certain amount than last time.

3) How can we change/help the achieve better outcome?

: By targeting only specific areas of new customers to be marketed to have higher chances or that customer subscribing.