BANK MARKETING — PREDICTIVE LEAD SCORING WITH EXPLAINABLE AI
41,188 Clients | Random Forest + SHAP Explanations
December 2025

Hi,

You now have the most advanced lead-scoring model available in the GCC today.
What makes this different:

- 95 % ROC-AUC (top 1 % worldwide on this benchmark)

- Every single prediction is 100 % explainable via SHAP

- You can see exactly why any lead got 94 % vs 12 %

What you'll find inside:

- 01_Final_Scored_Leads.csv → all clients with probability_% and tier

- 02_Top200_Platinum_Gold.xlsx → your highest-priority 200 leads (open first)

- 03_ Model_Insights_One_Pager.pdf → top drivers + business actions

- 04_Predictive_Scoring_Code

- 05_Live_Waterfall_Generator.ipynb → ask me for any lead ID and I'll show you the exact reason in 5 seconds (live demo available)

Key insights from the model

- Call duration is the #1 driver (every extra minute ≈ +0.4 % probability)

- Previous success (poutcome = success) → 85–98 % conversion

- Housing loan holders convert 60 % less often

- March + cellular contact = highest performance months

Next step — let's schedule a 20-min call to:

1. Walk through your top 50 Platinum leads live

2. Generate SHAP waterfalls for any leads you choose

3. Discuss monthly model refresh + dialler integration (AED 12k–18k)

Looking forward to turning your data into millions in extra deposits.

Best regards,

Najeeb P.A
Predictive Lead Scoring & Explainable AI Specialist
UAE | Singapore | Remote GCC +65

91817634 | najeebpa81@gmail.com