BANK MARKETING LEAD SCORING DELIVERY

41,188 Clients Scored & Prioritised

December 2025

Hi,

Thank you for sharing your campaign data.

What you'll find inside this package:

- 01_Final_Scored_Leads.csv → all 41,188 clients with lead_score & lead_tier

- 02_Top200_Hot_Warm_Leads.xlsx → your 200 highest-priority clients (open this first)

- 03_Interactive_Dashboard.twbx → explore everything visually

- 04_Scoring_Logic_One_Pager.pdf → exact rules used

- 05_Quick_Start_Guide.pdf → how to get maximum ROI

Key insights from the model

- Clients with previous success (poutcome = success) have 85–95 % conversion probability

- Long call duration (>10 min) is the #1 driver of success

- Clients with active housing loans convert 60 % less often

Next step: let's schedule a 15-min call to:

1. Review the top 50 Platinum leads

2. Build your dialler priority list

3. Discuss monthly campaign updates (optional retainer)

Looking forward to helping you close more term deposits, faster.

Best regards,

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