

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_Interactive_Dashboard.twbx → live filters + SHAP summary
- 04_Model_Insights_One_Page.pdf → top drivers + business actions
- 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

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