

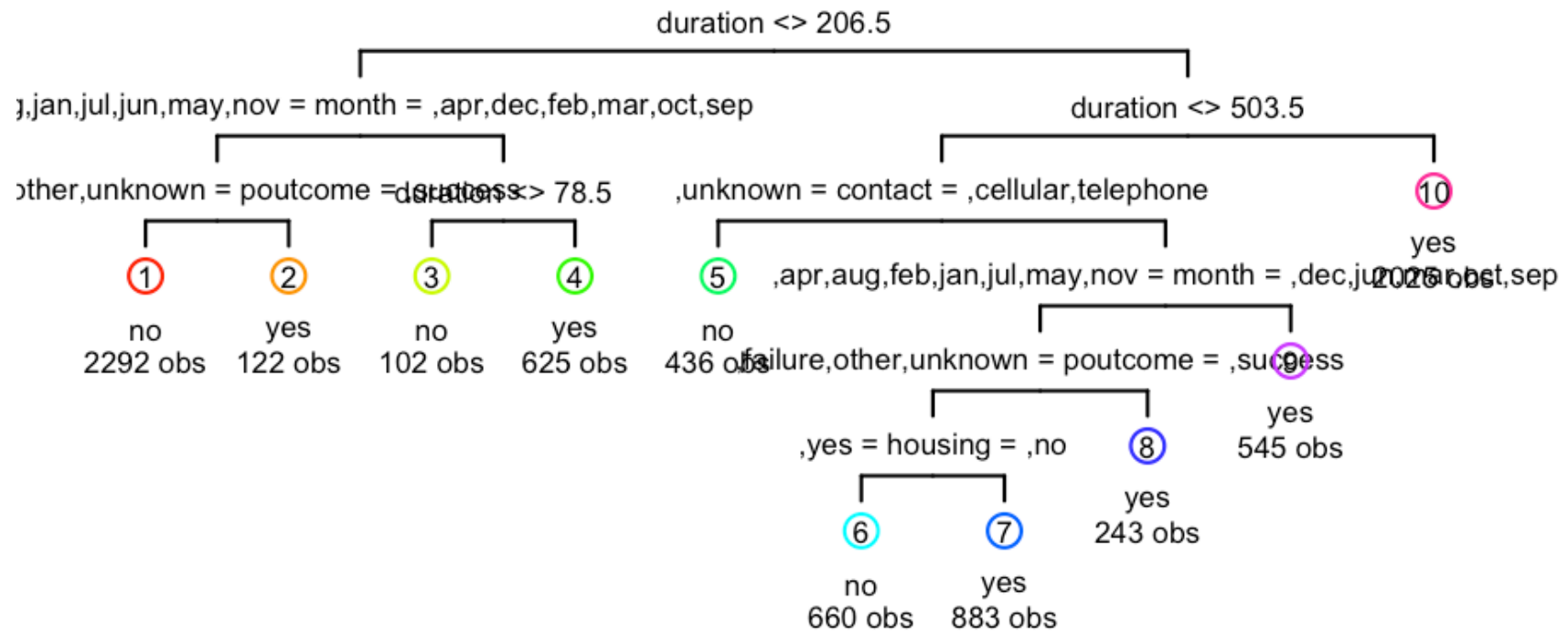
The word cloud visualization represents the 2019 Kaggle competition. The words are arranged in a circular pattern, with the most frequent words being 'Team-2019', 'Machine Learning', 'Data Science', 'Hackathon', 'R-Language', 'Yu Zhang', 'Xi Chen', 'Anas Mughal', 'Carey Huh', 'Mike Hosseini', 'Yu Loves Weka', 'Mike Loves Python', 'Sarah Liu', and 'Data Science'. The words are in various colors and sizes, with the largest words being the most prominent.

[illegible]

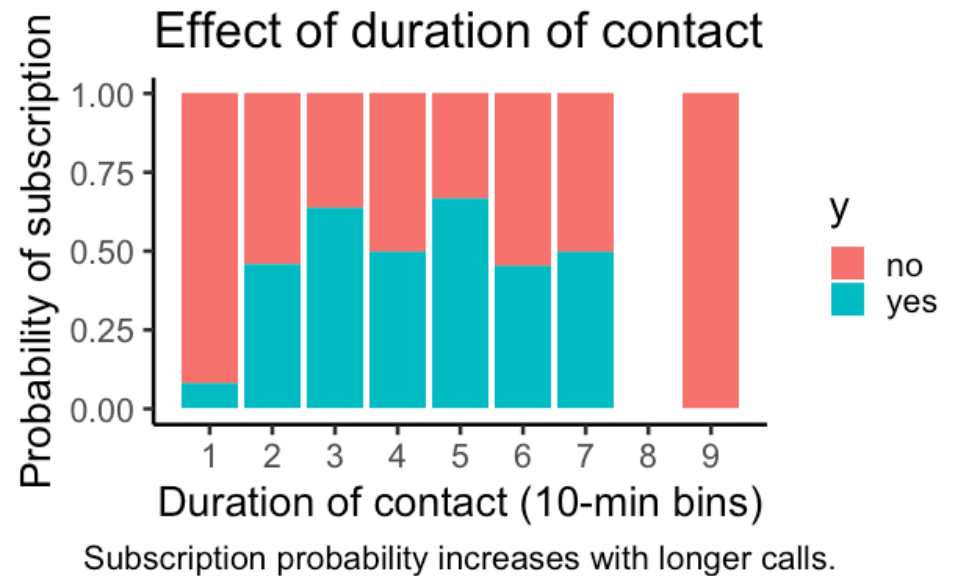
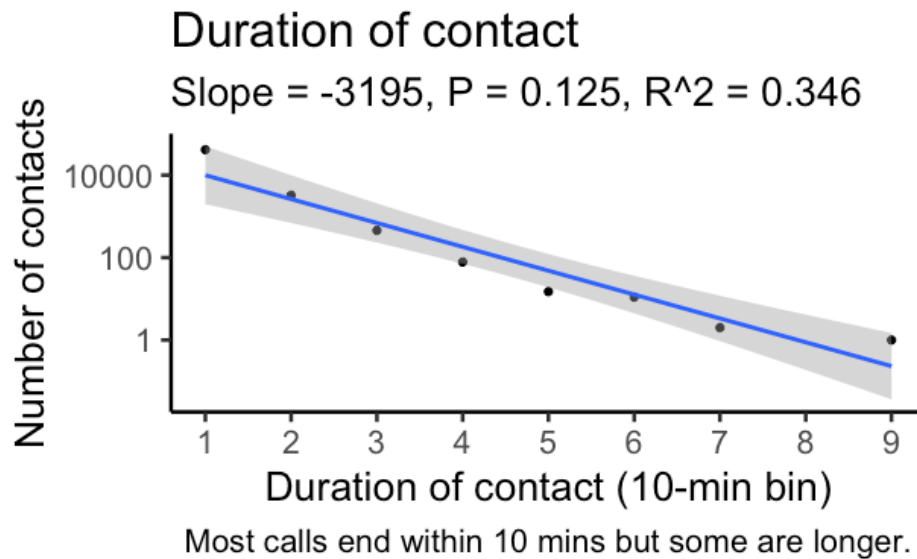
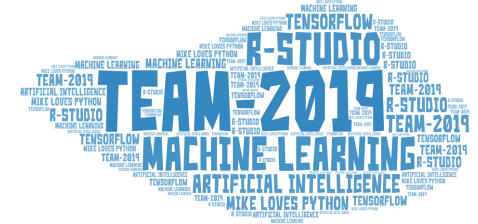
Expected

Unexpected

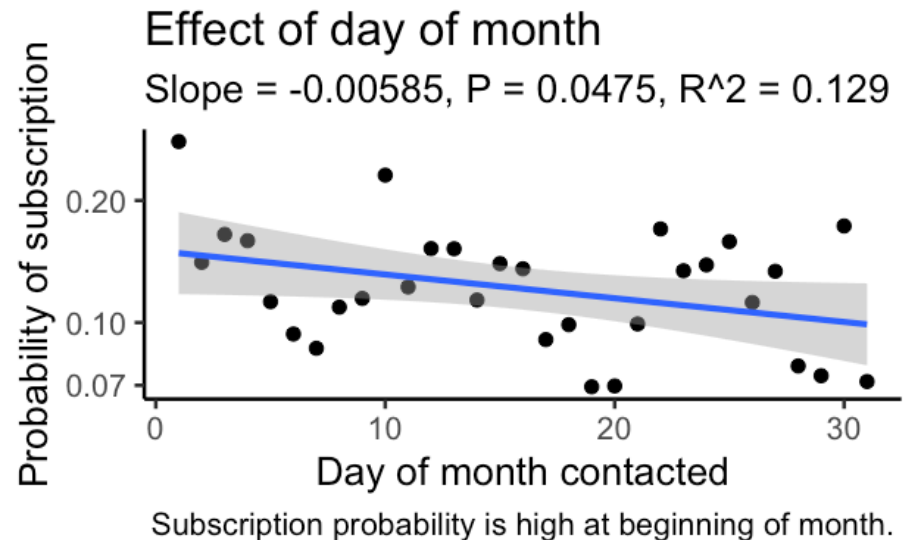
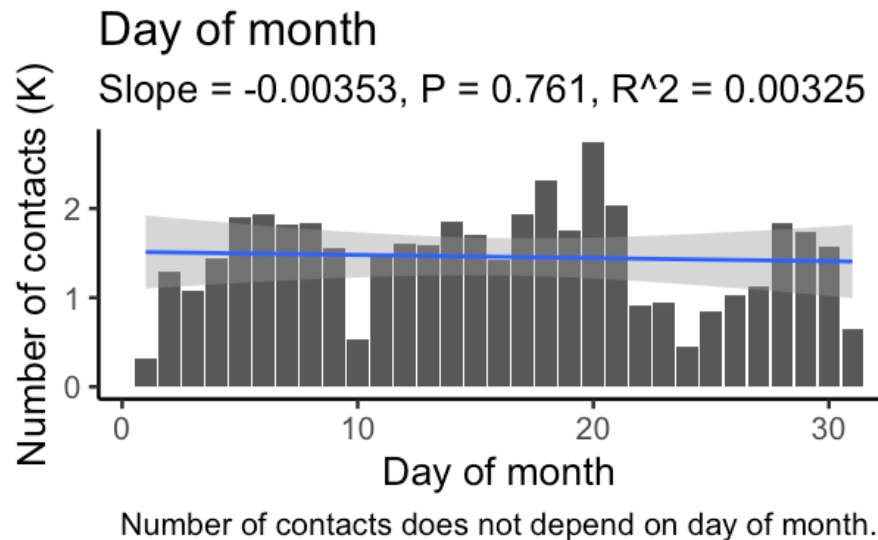
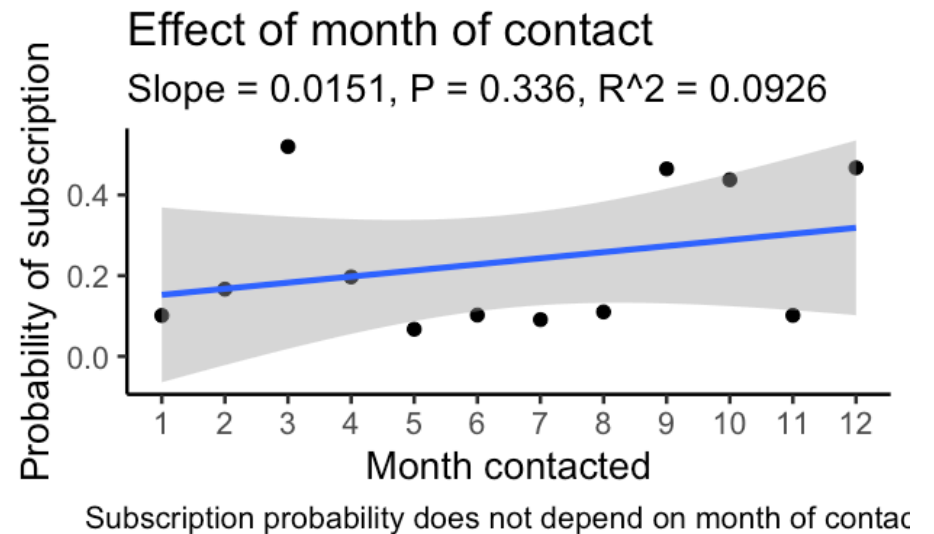
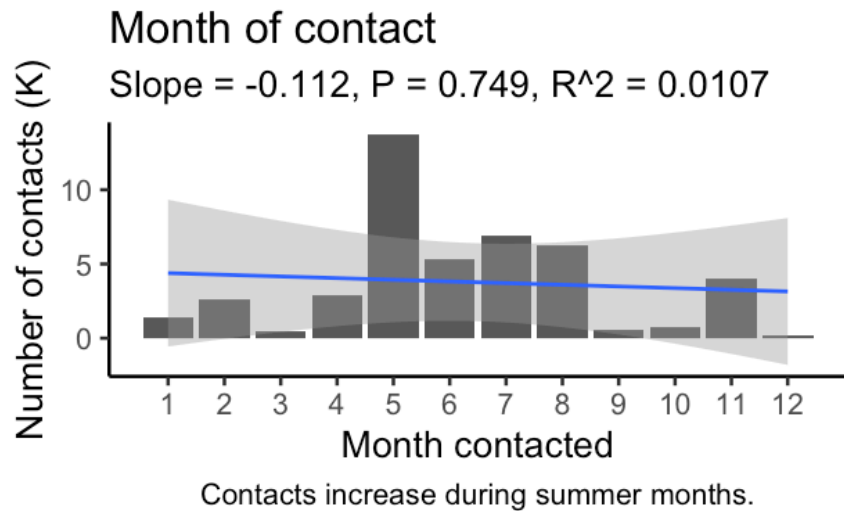
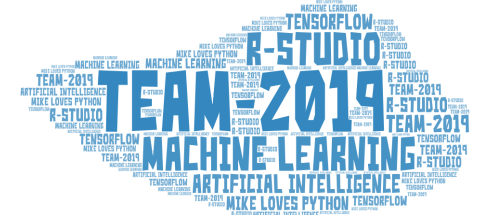
Call Duration



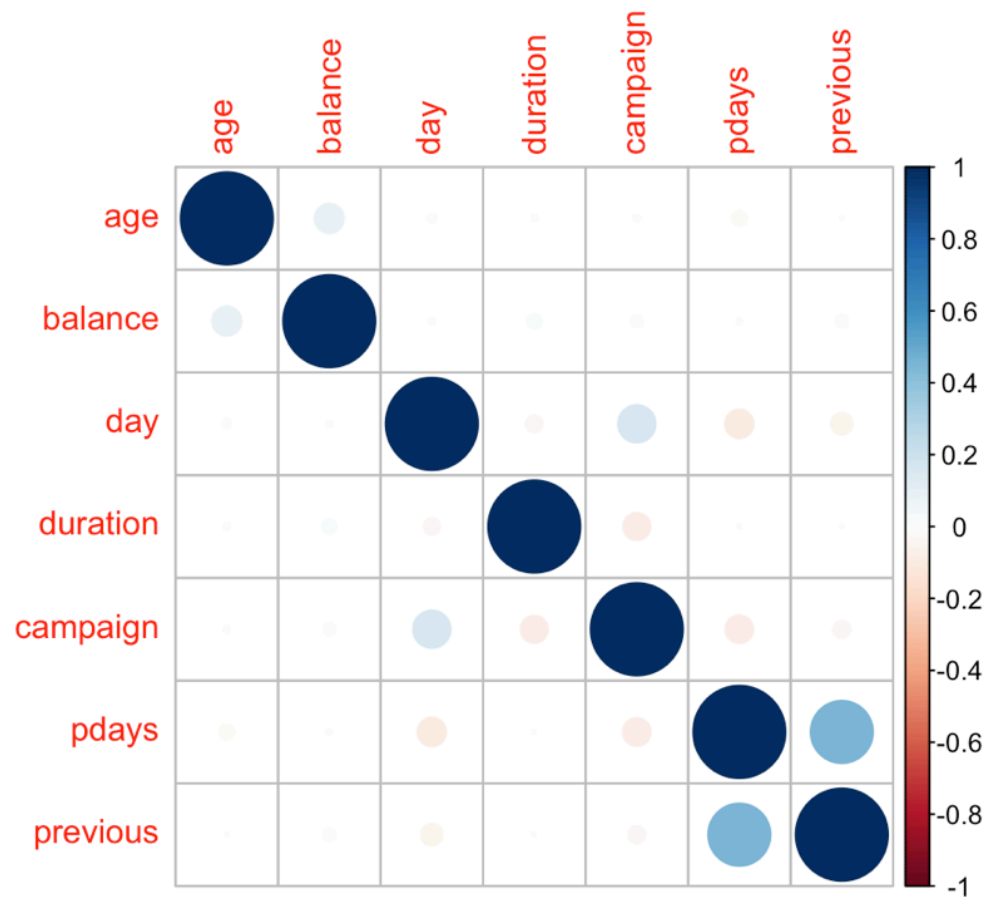
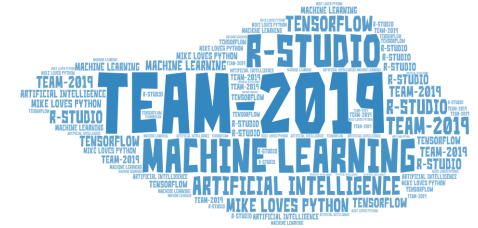
Factors about Contact



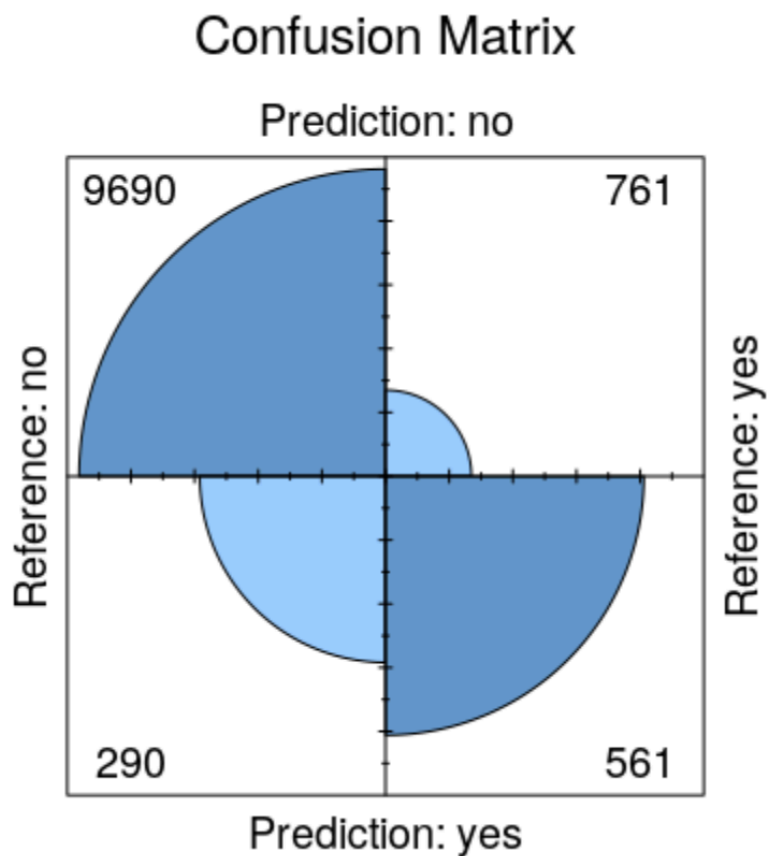
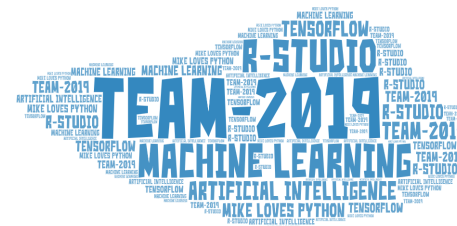
Factors about Contact



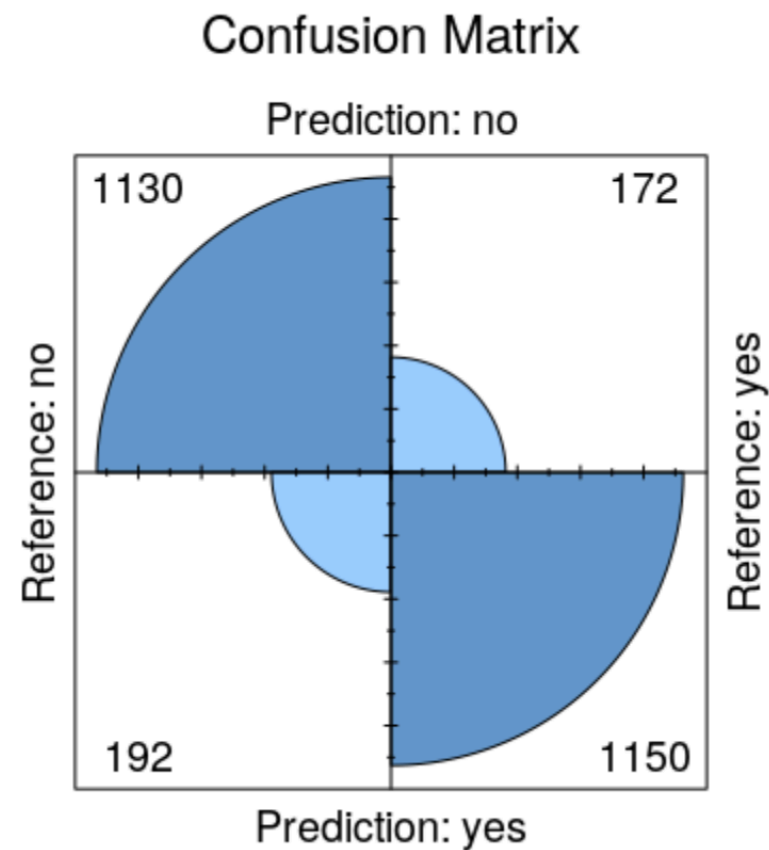
Factors about Customer



Gradient Boosting Machines (GBM)



90% Accuracy



85% Accuracy

[illegible]

XGBoost

-
- Feature importance**
- | Feature | Cluster 1 (Red) | Cluster 2 (Green) | Cluster 3 (Blue) |
|----------|-----------------|-------------------|------------------|
| duration | 0.00 | 0.00 | 0.19 |
| age | 0.00 | 0.08 | 0.00 |
| pdays | 0.00 | 0.08 | 0.00 |
| day | 0.00 | 0.08 | 0.00 |
| balance | 0.06 | 0.00 | 0.00 |
| campaign | 0.04 | 0.00 | 0.00 |

Next Steps...