

R-noobs for Hackathon

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Data Visualization

Separate by
Previous

Most useful
predictors

Model Prediction

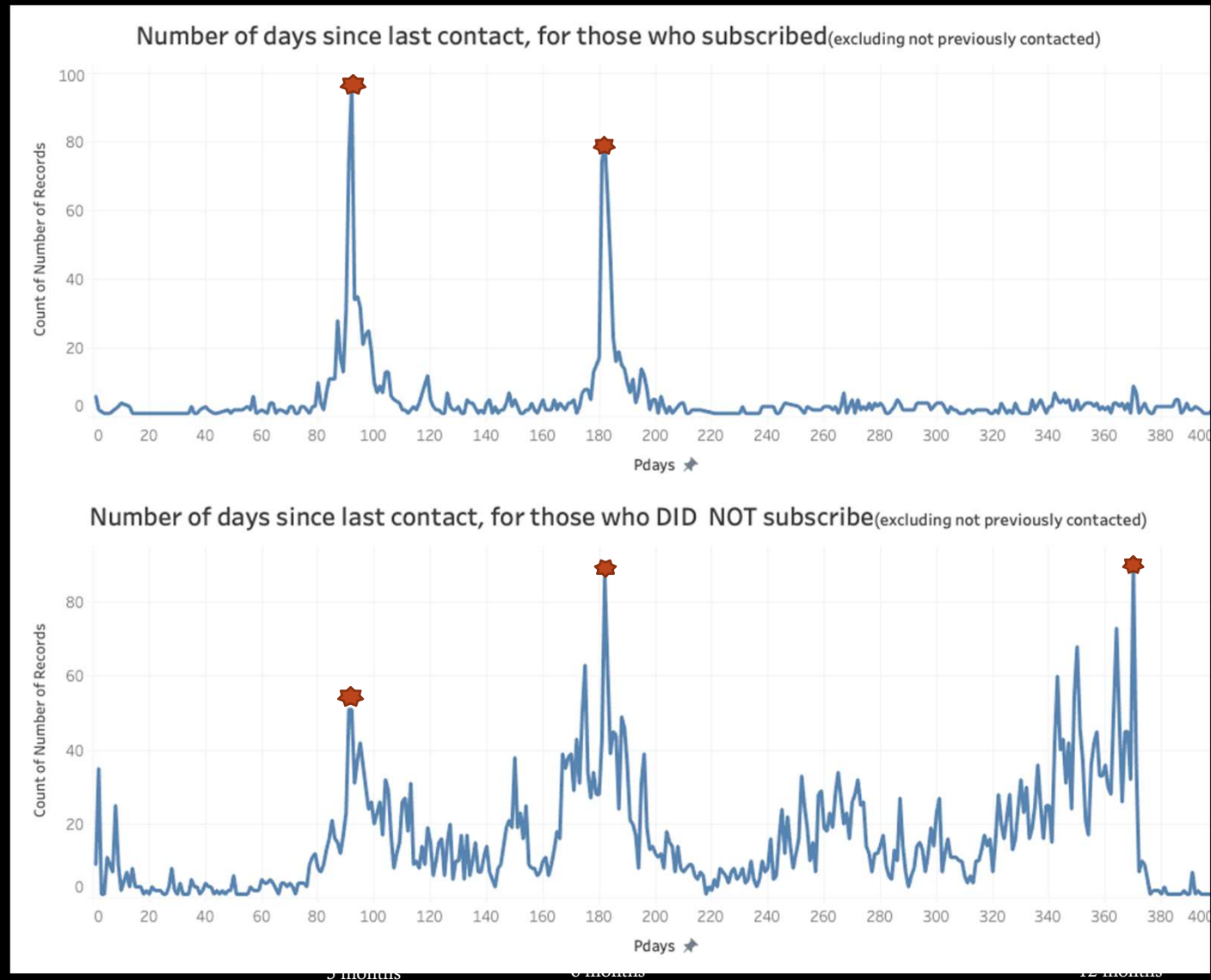
For
Previous =
0

For
Previous \neq
0

Previous Days Since Last Contact

For Previous $\neq 0$, which means clients who have been contacted before.

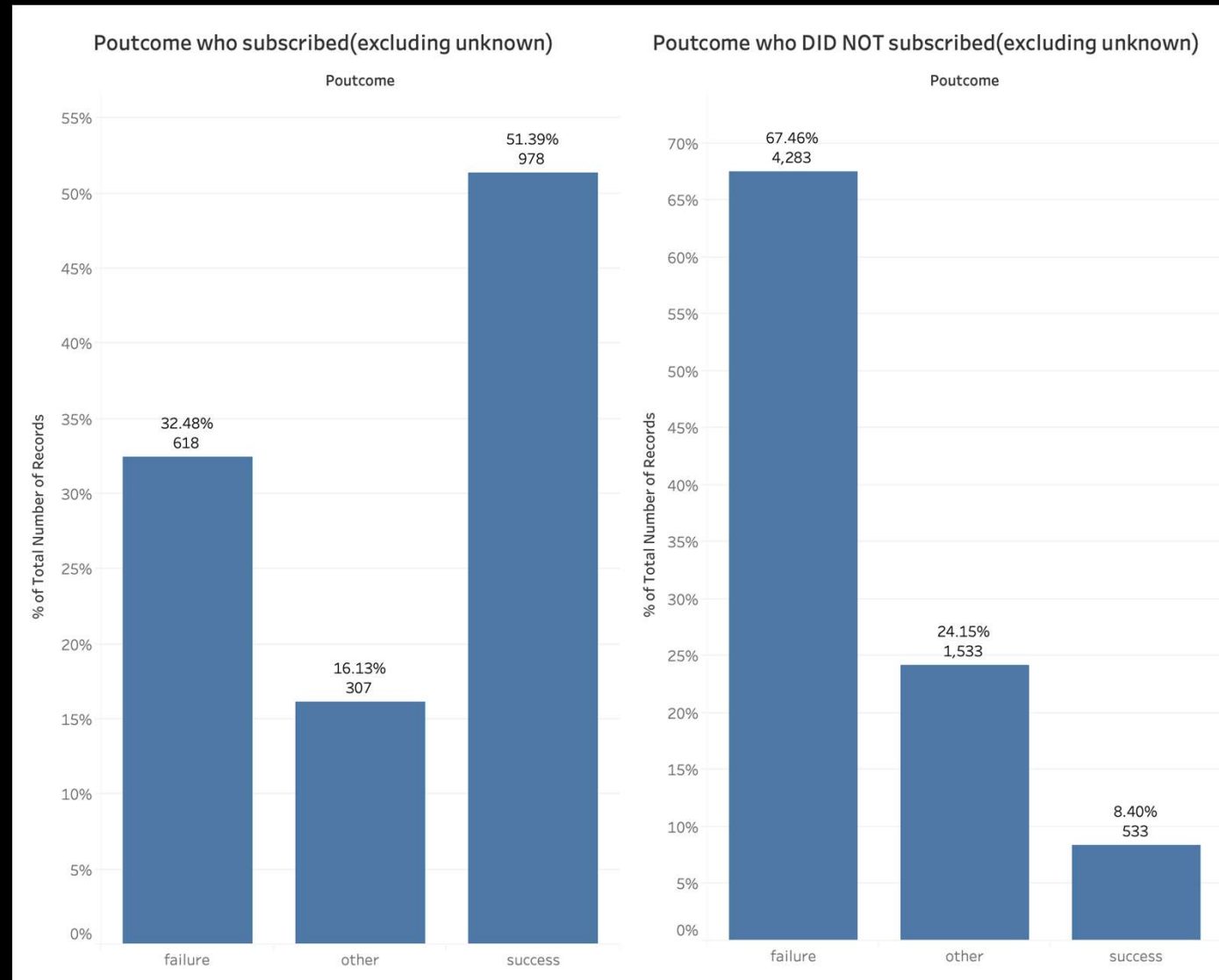
We can imply a sales strategy of reconnecting with customer every 3rd 6th and 12th month.



Outcome of Last Marketing Campaign

For Previous $\neq 0$, which means clients who have been contacted before.

If you had been marketed to in the past, you have a high probability of subscribing again.



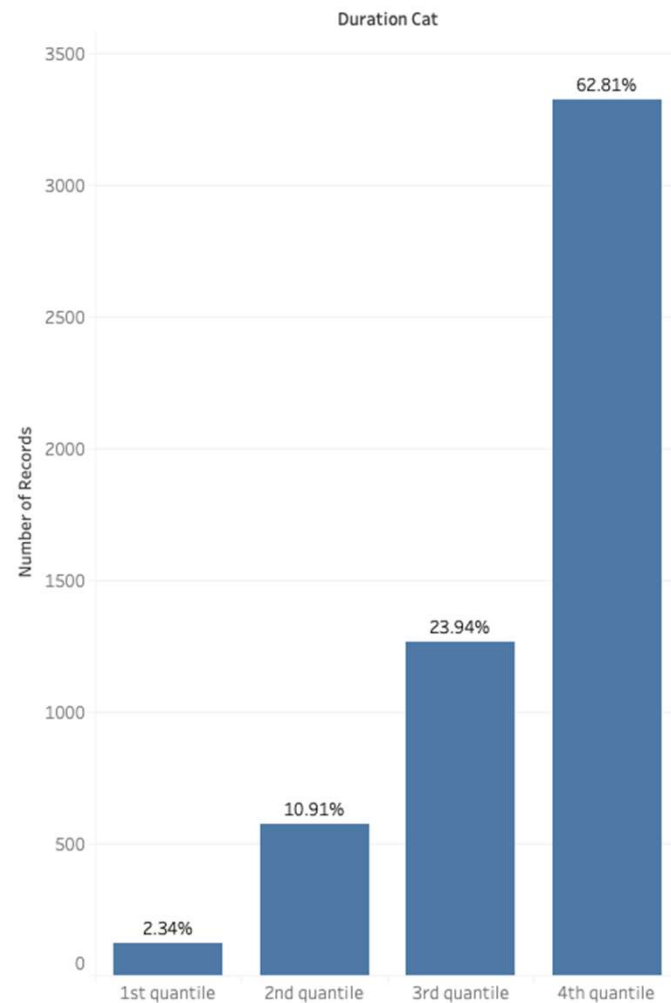
Duration

Category	Quantile
1 st quantile	[0, 103)
2 nd quantile	[103, 180)
3 rd quantile	[180, 319)
4 th quantile	[319, 4918]

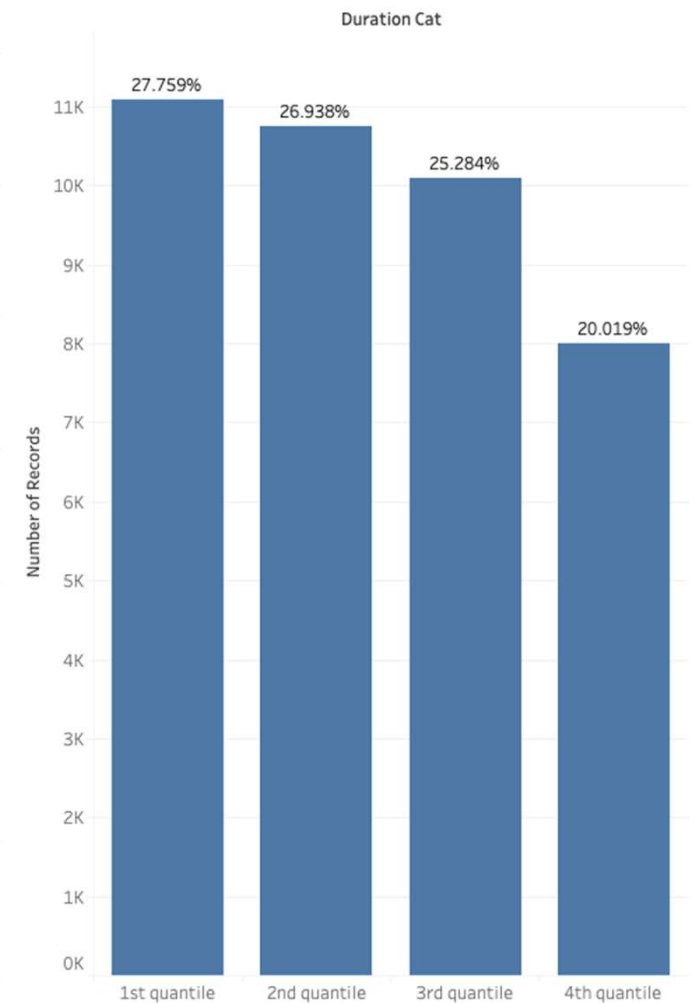
Of people who subscribed, majority of them spend more time during the phone call.

Of people who did not subscribe, the majority of them spend less time.

Duration by group of those who subscribed

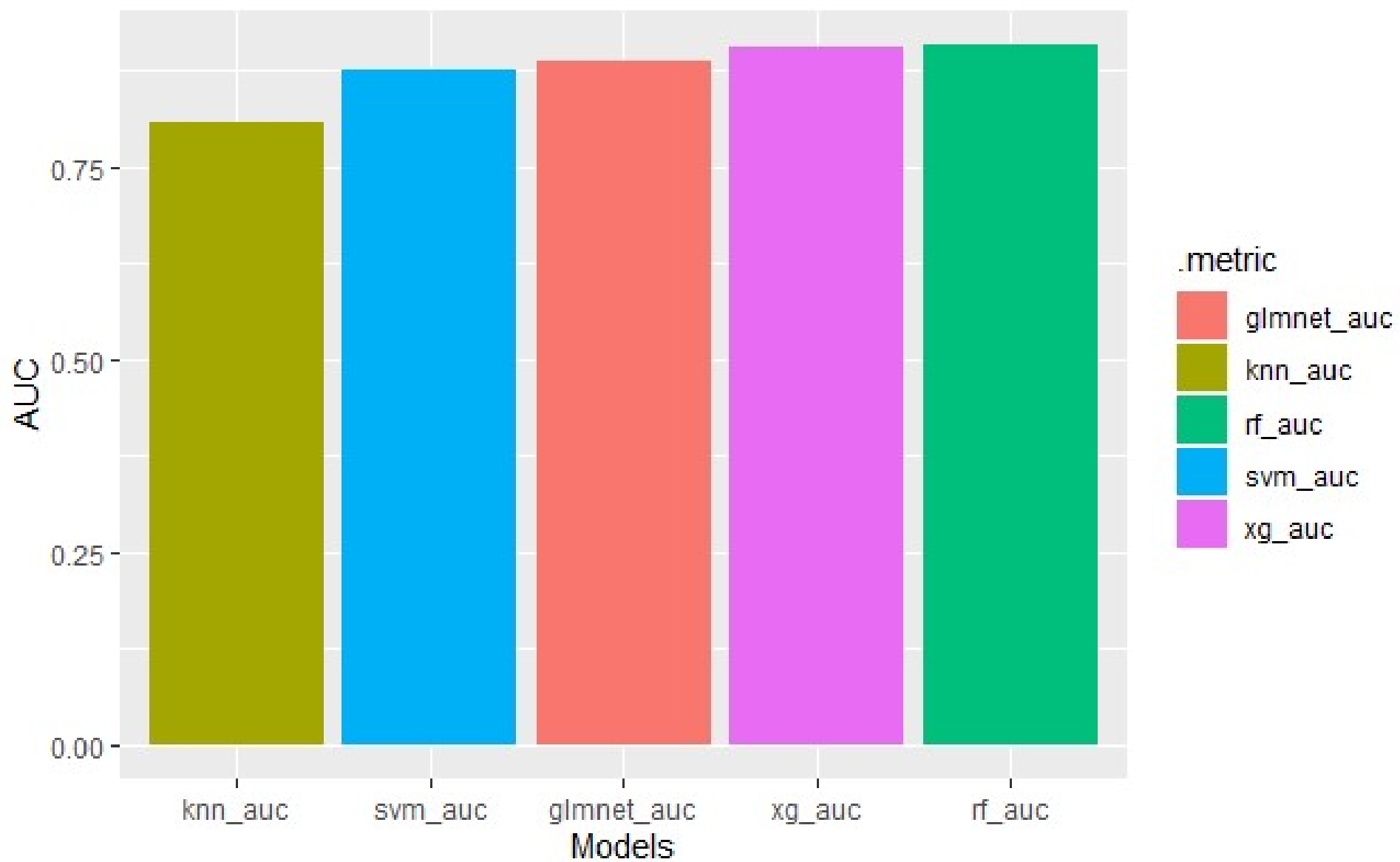


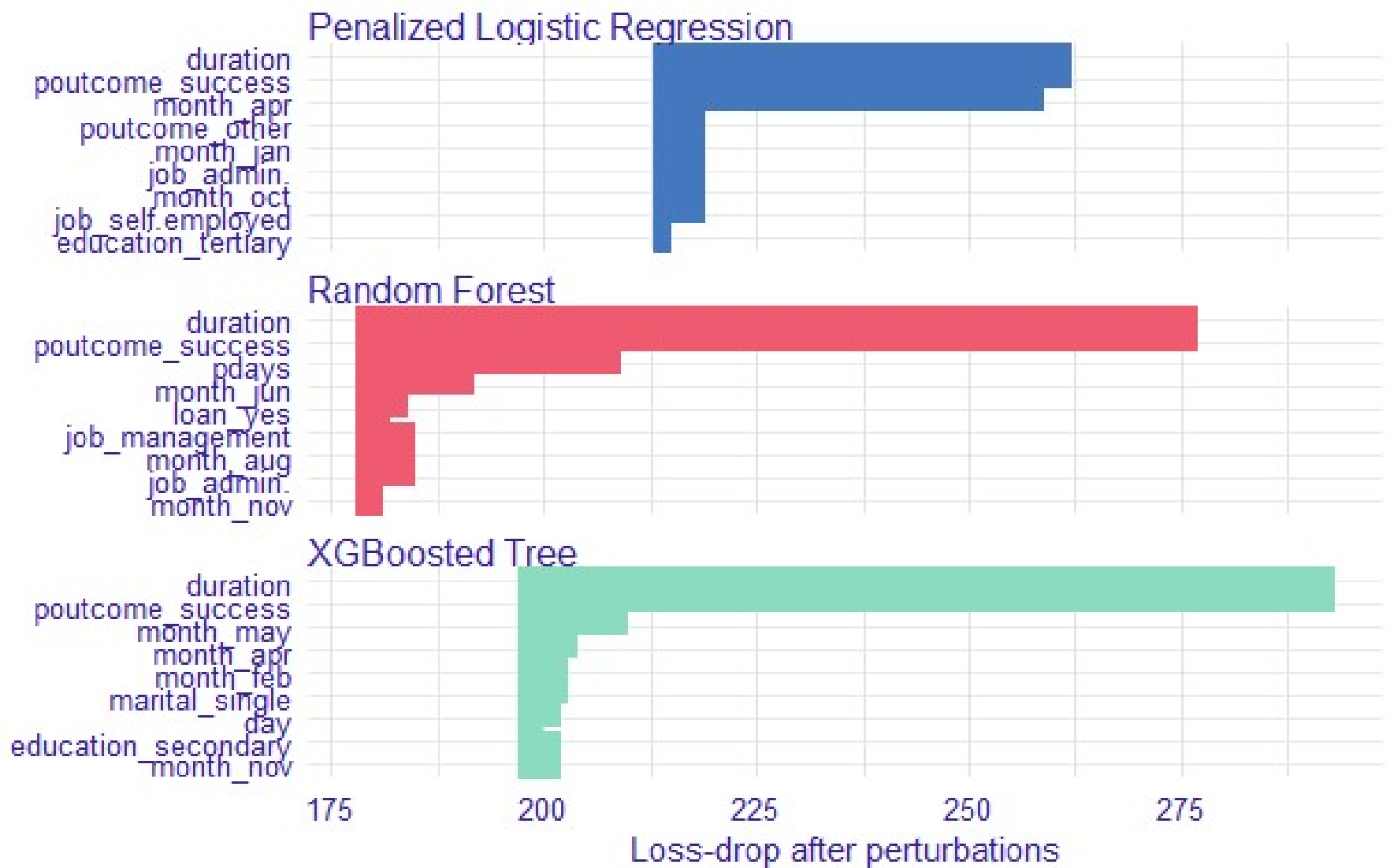
Duration by group of those who DID NOT subscribe

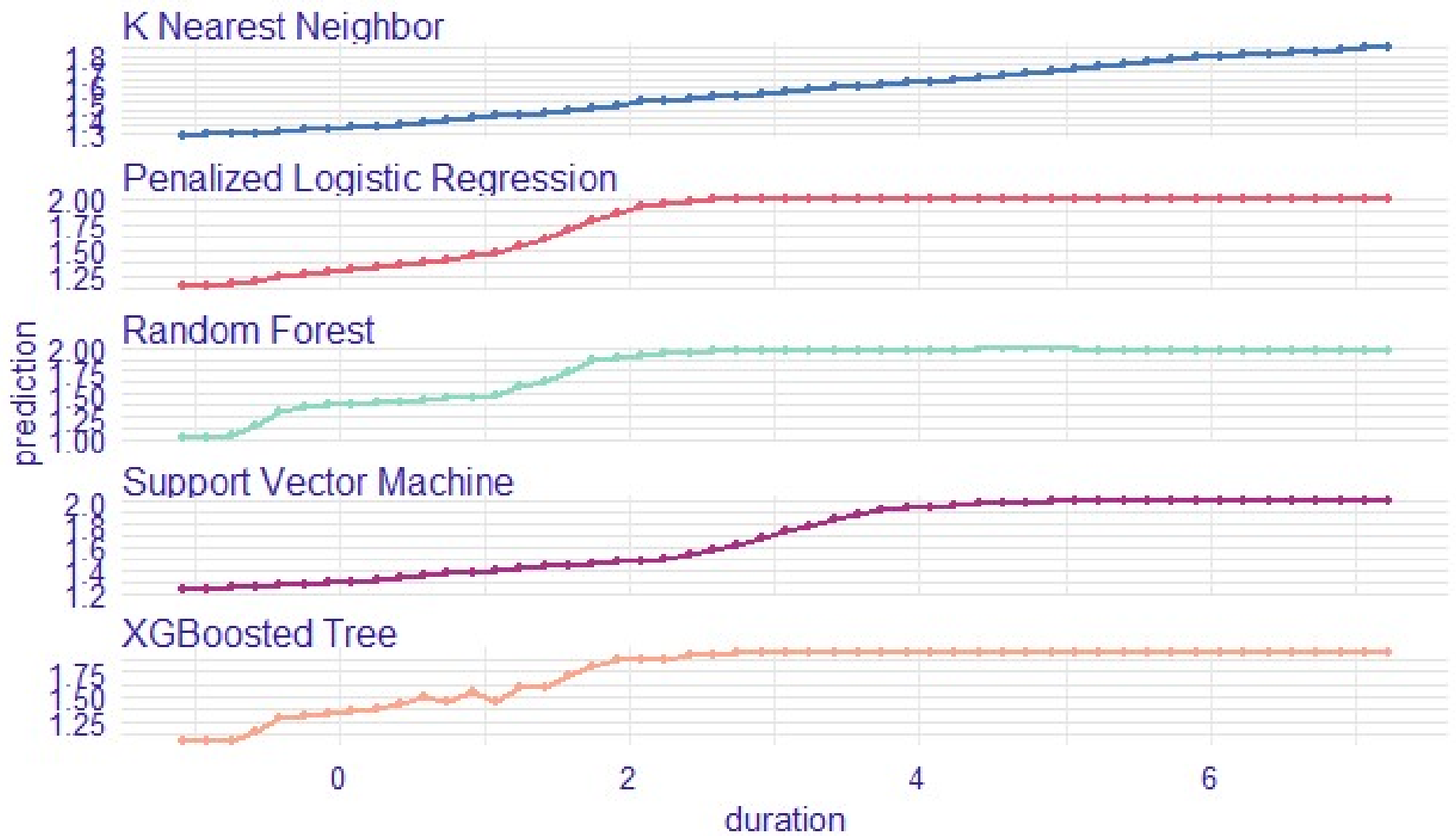


Predictive Modeling

- ◆ Two different models
 - ◆ Preprocessing, model validation, hyperparameter tuning
 - ◆ Tidymodels framework
 - ◆ Model explanation
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- ◆ Details at: <https://github.com/temuulene/r-noobs-at-ocrug>







Thank you

