

Bank Telemarketing Analysis

HERBERT PAN

Main Objective

- Better understanding of its customer
- Increase campaign effectiveness to maximize conversion

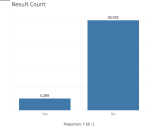


Data Set

- +45,000 Rows
- + 37 Features
- Target:
 - Yes, they will subscribe or purchase the product
 - No, they will not subscribe or purchase the product

Demographic	Economic Info	Sales Call Info
Age	Default	Contact method
Job	Overall balance	Date and time of contact
Marital status	Worse	Call duration
Education	Mortgage	Number of contact for current campaign
		Number of previous calls
		Previous call outcome
		Result

Exploratory Data Analysis



Proportion 1.00.1

Model

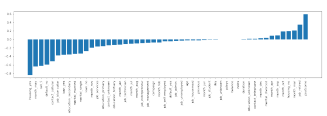
		Predicted	
		No	Yes
Actual	No	10000 No Predicted No Actual No	1000 No Predicted Yes Actual No
	Yes	30 No Predicted No Actual Yes	1000 Yes Predicted Yes Actual Yes

Model Result

		Predicted	
		No	Yes
Actual	No	10000	1000
	Yes	30	1000

Result: 0.94

Feature insights



Thank you!