***Reflection***

This is a group project in which we have done an analysis on client data of Bank based in Portugal to target term deposit prospects, and to plan effective marketing strategies. I have precisely selected the Banking industry because I have experience in the same field, and this always used to intrigue me.

In this, we have done an analysis of 45,211 clients and the variables used were Age, Job, Marital Status, Education, Default Status, Balance, Housing Loan, Contact Details (Day, Month, Duration), Campaign Data, Previous Contacts, Previous Outcome, and Response (y). Our business problem is that it’s very expensive for banks to make calls to every client, they want to identify the potential prospect to target for term deposit. By analyzing the factors, we are expecting to identify key factors influencing the decision to invest in term deposits and to generate insights into targeted marketing strategies, enhancing the efficiency of client outreach.

In this we have taken three hypotheses, and we have created the hypothesis based on our own experience and logic. Our hypothesis is Higher number of communications in previous campaigns lead to more successful outcomes, Customers with Higher Balances are More Likely to Subscribe, Longer Call Durations Lead to Higher Subscription Rates and all the hypothesis shows that there is a significant relationship.

The key challenges that I faced was to find the right dataset, as this is a group project so finding the data where all group members pervious experiences can be applied for example marketing, banking etc. Apart from that, there were many information missing, there was imbalance in the dataset, plus managing the wide variety was also quite challenging, but with the knowledge that we have gained in the class, and our in classroom experience, we were able to manage those challenge.

While analysing the data, all the things that we have studied in our classroom came very handy and it was useful, we were able to apply our in-classroom knowledge and concepts into this project. The insights gained from this analysis showed us the importance of binary regression, correlation, chi square, cross tabulation, etc. to identify significant predictors. This project was a great learning experience.