Which client will secure a term deposit?

Data source: <https://archive.ics.uci.edu/ml/datasets/bank+marketing>

**Problem statement:**

The data is about telemarketing campaigns of a European banking institution. The European bank wants to predict which clients will secure a term deposit based on a set of information on client and purchase of term deposit. The marketing is usually based on phone calls. Often, a client need to be persuaded multiple times in order to assess if the product (bank term deposit) would be or not subscribed. Predictive modelling approach will help the bank to manage their telemarketing campaign efficiently.

**Data Description:**

Information was collected on 41,188 clients against 20 variables for the prediction term deposit (yes/no).

**Questions:**

1. Which machine learning approach is appropriate to find the solution for the above mentioned problem?
2. Predict the term deposit subscription for the Bank additional dataset and conclude if the telemarketing campaign was a success or not.
3. What is are the key differentiators between the ones who have subscribed (Yes) and who did not (No).

Dataset Reference:

[Moro et al., 2014] S. Moro, P. Cortez and P. Rita. A Data-Driven Approach to Predict the Success of Bank Telemarketing. Decision Support Systems, Elsevier, 62:22-31, June 2014.