# **TEAM INFORMATION**

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**Hypothesizes**

Considering the problem, we hereby propose three hypothesizes that construct our analysis. Based on the previous hypothesizes, we revised them to make them more specific. We specified the relevant independent variables in each hypothesis first. Then we postulate the relationship between these independent variables and the dependent variable in parentheses. For some independent variable, their relationships are not clear since they are categorical.

Hypothesis 1: We assume that clients’ characteristics is correlated to the decision of buying term deposits. These characteristics include clients’ age (positive), job, marital status, loan default record (negative), ongoing housing loan (negative), ongoing personal loan (negative), and education level (positive). For the marital status, we assume that married people are more likely to purchase term deposits.

Hypothesis 2: We assume that clients’ previous contacts are relevant to the decision of buying term deposits. The independent variables here include number of days that passed by after the client was last contacted from a previous campaign (negative), contact communication type, last contact month of year, last contact duration (negative), number of contacts both before and during the campaign (positive), and outcome of previous campaign on clients.

Hypothesis 3: We assume that the performance of markets is relevant to the decision of buying term deposits. The independent variables here involve employment variation rate (negative), consumer price index (CPI), consumer confidence index (negative), EUIRBOR 3-month rate (negative), and number of employees (positive). For CPI, we assume that its increasing rate is negatively correlated with the probability of buying term deposits.