

# **Problem Statement: Generating True Value from Data (P004)**

## **ABSTRACT**

The sales and marketing area of any business is responsible for finding clients, making sales, and generating revenue.

Sales team is working on Creating a new marketing Campaign and our target is to:

- Find the best strategies to improve for the next marketing campaign.
- How can the financial institution have a greater effectiveness for future marketing campaigns?
- Determine customers among the sample population that will most likely open term deposit accounts.

In order to answer this, we have to analyze the historical data of last marketing campaign the bank performed and identify the patterns that will help us find conclusions in order to develop future strategies and create intelligent targeting system.

## **DESCRIPTION**

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### **Marketing Introduction:**

*The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.*

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**Marketing campaigns** are characterized by focusing on the customer needs and their overall satisfaction. Nevertheless, there are different variables that determine whether a marketing campaign will be successful or not. There are certain variables that we need to take into consideration when making a marketing campaign.

### **The 4 Ps of Marketing:**

- 1) Segment of the **Population**: To which segment of the population is the marketing campaign going to address and why? This aspect of the marketing campaign is extremely important since it will tell to which part of the population should most likely receive the message of the marketing campaign.
- 2) Distribution channel to reach the customer's **place**: Implementing the most effective strategy in order to get the most out of this marketing campaign. What segment of the population should we address? Which instrument should we use to get our message out? (Ex: Telephones, Radio, TV, Social Media Etc.)
- 3) **Price**: What is the best price to offer to potential clients? (In the case of the bank's marketing campaign this is not necessary since the main interest for the bank is for potential clients to open deposit accounts in order to make the operative activities of the bank to keep on running.)
- 4) **Promotional Strategy**: This is the way the strategy is going to be implemented and how are potential clients going to be address. This should be the last part of the marketing campaign analysis since there has to be an in-depth analysis of previous campaigns (If possible) in order to learn from previous mistakes and to determine how to make the marketing campaign much more effective.

**Term Deposit:** A Term deposit is a deposit that a bank or a financial institution offers with a fixed rate (often better than just opening deposit account) in which your money will be returned back at a specific maturity time.

**Objective:** Analyzing the historical data of last marketing campaign the bank performed in order to identify the patterns that will help us find conclusions in order to develop future strategies and create intelligent targeting system and provide suggestions for the Next Marketing Campaign using Machine Learning, statistics and Visualization.

The overall approach of the analysis should be presented in a presentation, containing following details:

1. Mention the problem statement and the analysis approach briefly.
2. Explain the results in business terms
3. Include visualizations and summarize the most important results in the presentation.