

Bank Marketing Case-Study:

Relevant Information about the data:

The data is related with direct marketing campaigns of a banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be (or not) subscribed.

Objective:

The objective is to predict if the client will subscribe (yes/no) to a term deposit, by building classification model using Machine Learning algorithms.

Variable Description:

Parameter	Description
age	Age of the clients (numeric)
job	The job type of the clients (categorical)
marital	Marital status of clients (categorical)
education	Education level of clients (categorical)
default	has credit in default? (categorical: "yes", "no")
balance	average yearly balance, in euros (numeric)
housing	has housing loan? (categorical: "yes", "no")
loan	has personal loan? (categorical: "yes", "no")
contact	contact communication type (categorical: "unknown", "telephone", "cellular")
day	last contact day of the month (numeric)
month	last contact month of year (categorical: "jan", "feb", "mar", ..., "nov", "dec")
duration	last contact duration, in seconds (numeric)
campaign	number of contacts performed during this campaign and for this client

	(numeric, includes last contact)
pdays	number of days that passed by after the client was last contacted from a previous campaign (numeric, -1 means client was not previously contacted)
previous	number of contacts performed before this campaign and for this client (numeric)
poutcome	outcome of the previous marketing campaign (categorical: "unknown", "other", "failure", "success")
deposit	has the client subscribed a term deposit? (categorical: "yes", "no")