

Bank Analysis Plan

- Structured Pyramid Analysis Plans (SPAP)

1) SMART Goal :

Determine various factors that will most effectively increase the chance of customers subscription.

2) Dependent Variables :

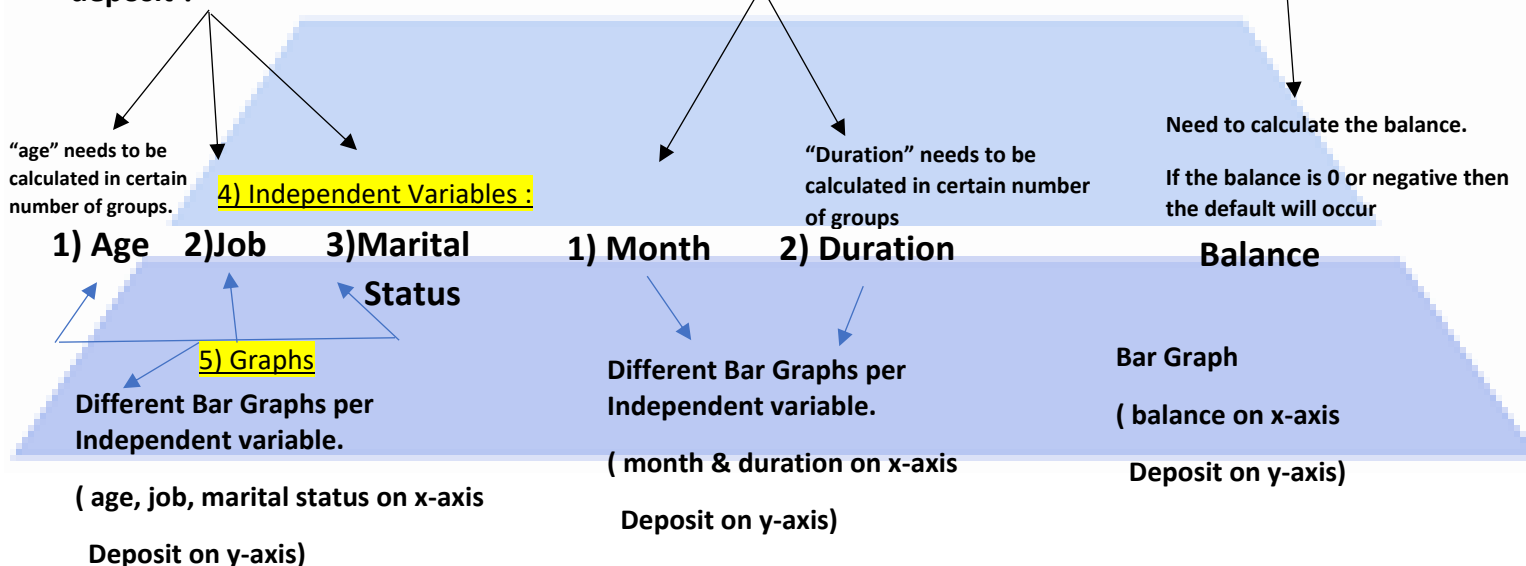
DV1: Deposit. Whether the deposit was done or not directly affecting the bank performance.

3) Specific Questions

Do specific demographics have an effect on term deposit ?

Does duration of calls help the client to subscribe for term deposit?

Does the balance affect the default of particular client?



- **Hypothesis :**

We can use chi-square method to accept or reject the hypothesis.

- 1) Does the balance affect default occurrence of the particular client?

H0 : Balance doesn't affect default occurrence of the particular client.

H1 : Balance affects default occurrence of the particular client.

- 2) Does the marital status have effect on term deposit?

H0: Marital status doesn't have any effect on term deposit

H1 : Marital status has effect of term deposit.

- 3) Do the subscriptions increase due to duration of calls?

H0: Subscriptions doesn't increase due to duration of calls

H1: Subscriptions increase due to duration of calls.

- **Key Performance Indicators :**

- 1) What is the expected outcome?

: To get more subscribers to deposit in the bank.

- 2) How will you know you've achieved your outcome?

: When the percentage of customers deposited in the bank has increased by a certain amount than last time.

- 3) How can we change/help the achieve better outcome?

: By targeting only specific areas of new customers to be marketed to have higher chances or that customer subscribing.