Term deposits are a major source of income for a bank. A term deposit is a cash investment held at a financial institution. Your money is invested for an agreed rate of interest over a fixed amount of time, or term. The bank has various outreach plans to sell term deposits to their customers such as email marketing, advertisements, telephonic marketing, and digital marketing. Telephonic marketing campaigns still remain one of the most effective way to reach out to people. However, they require huge investment as large call centers are hired to actually execute these campaigns. Hence, it is crucial to identify the customers most likely to convert beforehand so that they can be specifically targeted via call.

ID

Unique client ID

age

Age of the client

job

Type of job

marital

Marital Status of the client

education

Education Level

default

Credit in default

balance

housing

Housing Loan

loan

Personal Loan

contact

Type of communication

day

Day of Week of Contact

month

Contact Month

duration

Contact Duration

campaign

number of contacts performed during this campaign to the client

pdays

number of days that passed by after the client was last contacted

previous

number of contacts performed before this campaign

poutcome

has the client subscribed a term deposit?

subscribed

Has the client subscribed a term deposit or not