

## **Project Summary: Bank Marketing Campaign Performance Analysis**



We analyzed your bank's marketing campaign data to improve the success rate of future telephone marketing campaigns. Our analysis has revealed several key insights that can help make your campaigns more effective and cost-efficient.

### **Key Findings:**

1. Our model can predict campaign success with approximately 90% accuracy
2. We identified 8 most important factors (down from 20) that determine campaign success:
  - Customer's marital status and education level
  - Number of contacts made during the campaign
  - Time since last contact
  - Day of the week when contacted
  - Outcome of previous campaigns
  - Current employment market conditions

**Business Benefits:**

- More targeted approach to customer contact
- Reduced time and resources spent on less promising leads
- Better timing of campaign calls
- More efficient data collection focusing only on relevant information
- Higher return on investment for marketing campaigns

**Recommendations:**

1. Focus marketing efforts on customers with profiles similar to previous successful campaigns
2. Optimize contact timing based on day-of-week analysis
3. Consider economic conditions when planning campaign intensity
4. Use previous campaign outcomes to prioritize follow-ups
5. Streamline data collection to focus on the most predictive factors

This analysis provides a foundation for more efficient, targeted, and successful marketing campaigns, potentially leading to significant cost savings and higher conversion rates.