

# Predicting Telemarketing Call Duration for Banking Product Subscriptions

Predictive Modelling (2024 P3A)

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## Design Science Research Template

Improve **uncertainty in call duration cost per prospect in telemarketing campaigns** by **developing a novel call duration prediction model** that satisfies a **performance score of 15% duration or less** in order to **indicate when the call is still yielding a positive result**.

### 1. Introduction

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**2. Methodology**

**3. Results**

**4. Discussion**

**5. Conclusion**

**References**