

Predicting Call Duration for Banking Product Subscriptions

Predictive Modelling (2024 P3A)

Koen van Esterik Sascha van den Hurk Steven Bontius Vincent Brand

HAN - Master Applied Data Science

29th of June 2025

The data is related with direct marketing campaigns (phone calls) of a Portuguese banking institution. The classification goal is to predict if the client will subscribe a term deposit (variable y).