

Banking Marketing Targets

Dokumen
Laporan Final
Project (Stage 0)

By: Group 3 DS Batch 21 aka **Jump-start**



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Problem Statement

Term deposits are one of the major income sources of a bank. These days, selling deposits through telemarketing is still the main of various plans to reach out to the clients. However, the bank still needs to pay attention to the effectiveness of the direct campaign considering the high cost and the time it takes. Based on previous campaign data of 45,211 clients, **only 3.3% of them actually subscribed to a term deposit**. Despite the fact that **36,959 clients were never contacted**. Therefore, determining the right potential depositors needs to be done to save resources. Meanwhile, we also need to review the efficiency and effectiveness of telemarketing as a direct campaign method.

Goal

Increase the efficiency and effectiveness of direct campaign

Objectives

- Predict the potential depositor by classifying them (based on their background and financial history)
- Find out the success rate of telemarketing as direct campaign method

Business Metric

Conversion Rate