

# Bank Marketing Campaign

## Context

The types of financial products used by the public are more varied. One financial product that is well-known to the public is term deposits. The term deposit mechanism is that a customer deposits a sum of money at a bank or a financial institution, and the money can only be withdrawn after a certain period of time. As compensation, customers will be given a fixed interest according to the nominal amount of money deposited.

Nevertheless, as business entities with financial products and respective customers, banks still have to compete to not lose customers. One of the ways to acquire new customers is by conducting a marketing campaign.

## Features

### Customer profile

- age
- job
- balance
- housing
- loan

### Marketing data

- **contact:** Contact communication type.
- **month:** Last contact month of the year.
- **campaign:** Number of contacts performed during this campaign and for this client.
- **pdays:** Number of days after the client was contacted from the previous campaign.
- **poutcome:** Outcome of the previous marketing campaign.
- **deposit:** Whether the customer deposits or not.