

The background of the slide is a collage of financial and business-related items. In the top left, a portion of a black calculator is visible, showing keys for '3', '6', '+', and '='. Below the calculator, there are several charts: a bar chart at the top with months from May to December on the x-axis, a pie chart in the center, and a line graph at the bottom left with data points connected by lines. To the right of the pie chart, there is a legend with colored squares corresponding to months from January to July. In the top right corner, a stack of Euro banknotes is fanned out. Below the banknotes, a silver compass is shown with its needle pointing towards the top right. At the bottom of the slide, a black pen lies diagonally across a table with numerical data. The table has several columns of numbers, including 125,058, 125,487, 124,000, 154,568, 56,845, 110,000, 150,000, 35,000, 95,054, 97,511, 99,011, 99,216, 101,090, 101,684, 101,962, 124,500, 125,000, 154,000, 95,000, 154,200, 110,000, 89,000, 50,000, and 700.

Bank Marketing Success Classification problem Rui Yuan

Clients and Problem

- Bank wants to implement a telemarketing campaign.
- And they want to know about the campaign performance: success rate; what their target clients are (that are likely to subscribe bank term deposit or other financial products).

Data

- The data is related with direct marketing campaigns of a Portuguese banking institution dated from May 2008 to November 2010.
- The marketing campaigns were based on phone calls.
- 45,211 rows and 16 columns.
- Target: Whether client subscribe bank term deposit (1 = yes, 0 = no)

15 Features

bank clients' data:

- 1 - **age**: numeric, 18 to 95.
- 2 - **job** : type of job (categorical: "admin.", "unknown", "unemployed", "management", "housemaid", "entrepreneur", "student", "blue-collar", "self-employed", "retired", "technician", "services")
- 3 - **marital status** (categorical: "married", "divorced", "single"; note: "divorced" means divorced or widowed)
- 4 - **education** (categorical: "unknown", "secondary", "primary", "tertiary")
- 5 - **default**: has credit in default? (binary: "yes", "no")
- 6 - **balance**: average yearly balance, in euros (numeric)
- 7 - **housing**: has housing loan? (binary: "yes", "no")
- 8 - **loan**: has personal loan? (binary: "yes", "no")

campaign data and other attributes:

- 9 - **contact**: contact communication type (categorical: "cellular", "telephone", "unknown")
- 10 - **day**: last contact day of the month
- 11 - **month**: last contact month of year (categorical: "jan", "feb", "mar", ..., "nov", "dec")
- 12 - **campaign**: number of contacts performed during this campaign and for this client (numeric, includes last contact)
- 13 - **pdays**: number of days that passed by after the client was last contacted from a previous campaign (numeric; 999 means client was not previously contacted)
- 14 - **previous**: number of contacts performed before this campaign and for this client (numeric)
- 15 - **poutcome**: outcome of the previous marketing campaign (categorical: "failure", "nonexistent", "success")

Class Distribution

Success rate= $\text{yes/all} = 12\%$

