Improving Outcomes for Telemarketing Campaigns @ A Large Europeans Bank

**BUSINESS CASE**

- Need improve outcomes for banks' telemarketing campaigns
- Eliminate significant manual interventions in campaign list compilation
- Create infrastructure platform to enable tailor made offers

**SCOPE**

- Analyse campaign marketing multivariate datasets for Term Deposits
- Build & test predictive models for marketing offers
- Optimize the selected model

**BUSINESS BENEFITS**

- Improved ROI on telemarketing campaigns
- Increased lead-to-opportunity rate enabled through customized calling lists
- Reduced human interventions in campaign calling list compilation.

**OUTCOME**

Customers with the following attributes are more likely to accept offer for Term Deposit:

- **Housing Loan**: Odds of accepting an offer for Term deposit is higher for those not having a housing loan compared to customers having one
- **Previous Campaign outcome**: Customers responding positively to a campaign in past have higher odds to accept offer than who have not
- **Job Type**: Students have higher Odds of accepting an offer for Term deposit than other individuals
- **Contact Type**: Odds of accepting the offer is high when contacted on cell

**SOLUTION**

- **Attribute Identification**: Analyze historical bank campaign data and determine the attributes that lead to customer accepting a term deposit offer
- **Build Prediction Model**: Using identified attributes develop a Logistic Regression model to identify the probable customers who have more likelihood to accept a term deposit offer