

**Salma Bibi / Adeela Batool / Fatima Mustafa**

# **Design and Implementation of a Model to Predict the Success of the Bank Telemarketing**

**Bachelor Thesis**

# Design Implementation Predict Success Telemarketing

**DJ Losen**



## **Design Implementation Predict Success Telemarketing:**

Design and Implementation of a Model to Predict the Success of the Bank Telemarketing Salma Bibi,Adeela Batool,Fatima Mustafa,2015-11-20 Bachelor Thesis from the year 2015 in the subject Computer Science Software grade A course Final Year Project language English abstract Targeting customers is a major task of bank telemarketing to send their service to customers Now banks are using a number of data mining techniques to predict the success rate The Decision Tree is a successful data mining technique for predicting bank telemarketing success The Decision Tree is a well known classifier and is simple and easy to apply The performance of decision trees can be improved with appropriate attribute selection In this research ID3 decision tree technique of data mining is applied on widely used benchmark data set The main focus of this research was on designing and implementation of a model that predicts the success of bank telemarketing using decision tree technique of data mining

**Design and Implementation of a Model to Predict the Success of the Bank Telemarketing** Salma Bibi,Adeela Batool,Fatima Mustafa,2015-11-30 Bachelor Thesis from the year 2015 in the subject Computer Science Software grade A course Final Year Project language English comment The authors are not native speakers of English Please excuse any linguistic mistakes abstract Targeting customers is a major task of bank telemarketing to send their service to customers Now banks are using a number of data mining techniques to predict the success rate The Decision Tree is a successful data mining technique for predicting bank telemarketing success The Decision Tree is a well known classifier and is simple and easy to apply The performance of decision trees can be improved with appropriate attribute selection In this research ID3 decision tree technique of data mining is applied on widely used benchmark data set The main focus of this research was on designing and implementation of a model that predicts the success of bank telemarketing using decision tree technique of data mining

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strategy concepts and tools and provides all the necessary steps in managing profitable customer relationships Throughout the book stresses a clear understanding of economic customer value as the guiding concept for marketing decisions Exhaustive case studies mini cases and real world illustrations under the title CRM at Work all ensure that the material is both highly accessible and applicable and help to address key managerial issues stimulate thinking and encourage problem solving The book is a comprehensive and up to date learning companion for advanced undergraduate students master s degree students and executives who want a detailed and conceptually sound insight into the field of CRM The new edition provides an updated perspective on the latest research results and incorporates the impact of the digital transformation on the CRM domain

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