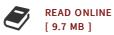# Design and Implementation of a Model to Predict the Success of the Bank Telemarketing

By Adeela Batool

GRIN Publishing Nov 2015, 2015. Taschenbuch. Condition: Neu. Neuware - 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. 36 pp. Englisch.

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