

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

Minjie Lin



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

Proceedings of International Conference on Data Science and Applications Mukesh Saraswat,Chandreyee Chowdhury,Chintan Kumar Mandal,Amir H. Gandomi,2023-02-06 This book gathers outstanding papers presented at the International Conference on Data Science and Applications ICDSA 2022 organized by Soft Computing Research Society SCRS and Jadavpur University Kolkata India from 26 to 27 March 2022 It covers theoretical and empirical developments in various areas of big data analytics big data technologies decision tree learning wireless communication wireless sensor networking bioinformatics and systems artificial neural networks deep learning genetic algorithms data mining fuzzy logic optimization algorithms image processing computational intelligence in civil engineering and creative computing

Business Resilience and Business Innovation for Sustainability Abdalmuttaleb M. A. Musleh Al-Sartawi,Abdulnaser Ibrahim Nour,Islam Abdeljawad,2026-01-01 This book is timely as it explores the double edged nature of disruptive technologies in providing both challenges and opportunities for businesses in the age of digital transformation Business resilience has two major forms related to timescales Both kinds of resilience are identified as key for delivering sustainable development The opposite is also found to be true Both are needed to deliver either and to let

businesses survive and grow Sustainability is increasingly a strategic issue for firms seeking sustainable competitive advantage It has been driven by stakeholder legislative and cost changes including natural resource constraints Frizzo Barker et al 2020 Business resilience has also been of interest recently due to the unpredictable effects of globalization and economic turbulence and in response to changing social limitations on and expectations of companies The topic of sustainable development has become ubiquitous in the last 30 years Henderson and Loreau 2023 yet how to achieve such a goal or whether it is even possible remains a major unknown This book attempts to provide a platform for researchers and practitioners to discuss sustainability in light of the eruption of disruptive technologies legislations regulations and stakeholder demands This book s purpose is twofold it aims to explore artificial intelligence and digital transformation implications for achieving business resilience and business innovation Second it aims to cover unique and variety of interdisciplinary topics in the challenges and opportunities of disruptive technologies and how these advanced technologies can be implemented to contribute toward sustainable development goals and sustainability Consequently to address the aims of the book it seeks exploratory empirical interpretive and theoretical research built on either primary or secondary data The approaches suggested are not exhaustive and can be extended upon by the researchers In addition the book contributes toward the UN s sustainable development goals

Telemarketing ,1990 **Computerworld** ,1996-01-29 For more than 40 years Computerworld has been the leading source of technology news and information for IT influencers worldwide Computerworld s award winning Web site Computerworld.com twice monthly publication focused conference series and custom research form the hub of the world s largest global IT media network

Consultants and Consulting Organizations Directory ,2007 **Customer Relationship Management** V. Kumar,Werner Reinartz,2018-05-15 This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today It helps readers obtain a comprehensive grasp of CRM 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

The Resume.Com Guide to Writing Unbeatable Resumes Rose Curtis,Warren Simons,2004-04-19 The first step to getting a great job is writing a great resume This book will be your first step

Network World ,1990-01-22 For more than 20 years Network World has been the premier provider of information intelligence and insight for network and IT executives responsible for the digital nervous systems of

large organizations Readers are responsible for designing implementing and managing the voice data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce

E-Commerce Strategy Zheng Qin, Yang Chang, Shundong Li, Fengxiang Li, 2014-10-30 E Commerce Strategy builds awareness and sharpens readers understanding of the key issues about e commerce strategies To link theory of e commerce strategy with practice in the real world it brings together theoretical perspectives based on academic research integrated use of technologies and large amount of cases especially those of China With regard to the innovative technical standards and frameworks it proposes strategic analysis from a technical point of view The book is intended for postgraduate students in e commerce and computer science as well as government officials entrepreneurs and managers Prof Zheng Qin is the Director of Software Engineering and Management Research Institute Tsinghua University China Dr Shundong Li is a Professor at the School of Computer Science Shaanxi Normal University China Dr Yang Chang and Dr Fengxiang Li are both Research Assistants at the School of Software Tsinghua University China

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Business Marketing ,1992-11

The Software Encyclopedia 2001 ,2001

Commercial Investment Real Estate Journal ,1991

Aviso ,1999

EPA Publications Bibliography United States. Environmental Protection Agency,1999

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