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

Bachelor Thesis

Design Implementation Predict Success Telemarketing

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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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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

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