

Evaluating Marketing Campaigns of Banking Using Neural Networks

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Abstract—Marketing campaigns of banking institutions is vital in all banks. The marketing campaigns were based on phone calls. Phone calls have an important influence in the behavior of customers. This paper proposed neural network to evaluate the bank marketing. This assessment will highlight the importance of marketing in the banks and thus the importance of phone calls. A feed-forward back propagation neural network with tan-sigmoid transfer functions is used in this paper to predict if the customer subscribes the deposit. The data set is obtained from UCI machine learning repository. The results of applying the proposed neural network methodology to predict subscribe based upon selected phone calls parameters show abilities of the network to learn the patterns corresponding to customer subscribes the deposit. The percent correctly classified in the simulation sample by the proposed neural network is 90 percent.