

The theme: 'Prediction of bank customer responses to a marketing offer using Amazon Machine Learning service'.

Diploma work: 84 p., 15 fig., 12 tabl., 3 appendixes, 8 references.

The purpose of the study is the study and implementation of the existing method of mathematical models using machine learning methods in the cloud, and the development of software that allows you to predict the reaction of bank customers to the new marketing proposal.

The object of the study is the historical data on the characteristics of clients who after training will allow the machine to make predictions for all customers.

The subject of research is mathematical model of logistic regression, scoring and other mathematical techniques used to implement a practical problem.

Methods based on machine learning, optimization methods, mathematical statistics.

The relevance of the study - the work is devoted to research methods of machine learning using cloud technologies and their practical application in solving problems in real life.

MACHINE LEARNING, ARTIFICIAL INTELLIGENCE, SCORING,
LOGISTIC REGRESSION, CLOUD TECHNOLOGIES