ABSTRACT

The Independent Study Program at PT Orbit Future Academy with the Foundation of AI and Life Skills for Gen-Z learning program is an online Artificial Intelligence training program. The program aims to allow students to learn the basics of artificial intelligence, the basics of the Python programming language, and build relationships between campuses. The program was carried out for five months with the presentation of material by the AI domain coach and life skills coach and continued with the final project work. The final project raised was about bank marketing analysis using Machine Learning classification to obtain segmentation of clients opening deposit account accounts. This project applies a machine learning model, namely the Gradient Boost Classifier. This system aims to help analyze campaign activities in obtaining client segmentation and improve the quality of campaigns. Based on the results of trials that have been carried out in the project, it produces output that can be more effective in bank marketing campaigns.

Keywords: *Artificial Intelligence, Machine Learning, Gradient Boost Classifier, Bank Campaigns, Client Segmentation*