



Data Glacier

Your Deep Learning Partner

Week #10 Deliverables

Team member details:

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Problem Description

ABC Bank wants to sell its term deposit product to customers and before launching the product they want to develop a model which help them in understanding whether a particular customer will buy their product or not (based on customer's past interaction with bank or other Financial Institution).

Github Repo link:

<https://github.com/1Sophani/DataGlacier-Internship/tree/main/Week%2010>

Exploratory Data Analysis

- I explored the distribution and relationships between categorical variables such as age, job, marital status, loan ownership, education.
- Correlation analysis was done to identify relationships between numeric variables
- Categorical variables were analyzed with relation to the target variable

Final Recommendation

1. Age, job, education, and marital status have a huge influence on subscription rates. These factors should be considered to use for tailoring marketing strategies.
2. Financial factors such as previous loans and default history are important factors that could impact the possibility of subscription. Marketing strategies that can target this group can be offered resources that can help address these financial concerns and information which can help improve subscription rates.
3. It seems the method of contact plays a huge role. The subscription rate increases with contact. Improving current methods that can enhance engagement through contact which can increase subscription rates.
4. The months should be considered when targeting for more subscription rates. There is a higher change of subscription rates in the later half of the year.

Tabular data details:

Total number of observations	42511
Total number of files	1
Total number of features	17
Base format of the file	.csv
Size of the data	4.4 MB

Total number of observations	42511
Total number of files	1
Total number of features	17
Base format of the file	.ipynb
Size of the data	816.4 KB

Submitted by: Sophonie Sidrac
Submitted to: Data Glacier
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