

## Week 7 Problem Understanding

Team Name: Intern\_Project

Sl.No	Name	Email	Country	Company	Specialization
1	Vijayarajan Vijaya Jothi	vijayajothi23s@gmail.com	United Kingdom	DataGlacier	DataScience
2	Sophonie Sidrac	sophiesidrac@gmail.com	United States	DataGlacier	DataScience
3	Yusuf Aisha				
4	Bristy				







### Problem Description:

ABC Bank wants to sell it's 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).

### Business Understanding:

Bank wants to use ML model to shortlist customer whose chances of buying the product is more so that their marketing channel (tele marketing, SMS/email marketing etc) can focus only to those customers whose chances of buying the product is more. This will save resource and their time (which is directly involved in the cost ( resource billing)). Develop model with Duration and without duration feature and report the performance of the model. Duration feature is not recommended as this will be difficult to explain the result to business and also it will be difficult for business to campaign based on duration.

### Project Lifecycle:

Tasks	Week7	Week 8	Week 9	Week 10	Week 11	Week 12	
	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov	
Business Understanding							
Data understanding							
Exploratory data Analysis							
Data Preparation							
Model Building ( Logistic Regression, ensemble, Boosting etc)							
Model Selection							
Performance reporting							
Deploy the model							
Converting ML metrics into Business metric and explaining result to business							
Prepare presentation for non technical persons.							

### Data Intake Report:

Name: Bank Marketing – Data Science

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Report date: 19th October 2024

Internship Batch: LISUM37

Version: 1.0

Data intake by: Vijayarajan Vijaya Jothi  
Data intake reviewer: Sophonie Sidrac

Data Storage Location: <https://github.com/1Sophani/DataGlacier-Internship/tree/main/Week%207>

Tabular data details:

Total number of observations	45211
Total number of files	2
Total number of features	17
Base format of the file	.CSV
Size of the data	4.4 MB

Github Repository:

<https://github.com/1Sophani/DataGlacier-Internship/tree/main/Week7>

Submitted by: Vijayarajan Vijaya Jothi

Submitted to: Data Glacier

Date: 19th October 2024