Week 7 Problem Understanding

Team Name: Intern_Project							
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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: Week7 Week 8 Week 9 Week 10 Week 11 Week 12 Tasks 19-Oct 26-Oct 02-Nov 09-Nov 16-Nov 23-Nov Business Understanding Data understanding

Data Preparation Model Building (Logistic Regression, ensemble,

Exploratory data Analysis

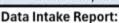
Boosting etc)
Model Selection

Performance reporting

Deploy the model

Converting ML metrics into Business metric and explaining result to business

Prepare presentation for non technical persons.



Name: Bank Marketing – Data Science

Name: Bank Marketing – Data Science 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: ht		tps://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						