Week #7 Deliverables

Team member details:

Group Name: Sophie the Scientist

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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).

Business Understanding

A Portuguese banking institution aims to analyze data from its direct marketing campaigns and leverage machine learning to identify customers who are most likely to purchase a product. By accurately predicting potential buyers, the institution can focus its marketing efforts on high-probability customers, ultimately saving time and resources while increasing sales efficiency.

Project Life Cycle

Task	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
	02/19	02/26	03/02	03/09	03/16	03/23	03/30
Business Understanding	☑						
Data Understanding		☑					
EDA		☑	☑				
Data Preparation			☑				
Model Building (Logistic Regression, ensemble, optimization)				☑			
Model Selection				☑			
Performance Reporting					☑		
Deploy the model					☑		
Converting ML metrics into Business metrics & explaining results						☑	
Prepare presentation for non-technical persons						☑	☑

Data intake Report:
Name: Bank Marketing Campaign (Data Science)
Report date: 03/03/2025
Internship Batch: LISUM41
Version:1.0
Data intake by: Sophonie Sidrac
Data intake reviewer: Sophonie Sidrac
Data storage location: https://github.com/1Sophani/DataGlacier-Internship/tree/main/Week7

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

Submitted by: Sophonie Sidrac
Submitted to: Data Glacier
Submission Date: 03/03/25