

# Data Intake Report

Name: Data Science Bank Marketing Campaign

Report date: 3/9/2021

Internship Batch: LISUM02

Version: 1.0

Data intake by: Aggelos Konioris

Data intake reviewer: Data Glacier

Data storage location: [https://github.com/AGGELOS-KONIORIS/Week\\_7\\_deliverables](https://github.com/AGGELOS-KONIORIS/Week_7_deliverables)

## Tabular data details:

<b>Name of the file</b>	bank-additional
<b>Total number of observations</b>	4119
<b>Total number of files</b>	2
<b>Total number of features</b>	21
<b>Base format of the file</b>	csv
<b>Size of the data</b>	571KB

## Tabular data details:

<b>Name of the file</b>	bank-additional-full
<b>Total number of observations</b>	41188
<b>Total number of files</b>	2
<b>Total number of features</b>	21
<b>Base format of the file</b>	csv
<b>Size of the data</b>	5699KB

**Problem Description:** We choose Bank Marketing Group Project. This project refers to an ABC Bank that wants to sell its term deposit product to customers. Before launching the product, they want to develop a model which will help them understand whether a particular customer plans to buy their product or not (based on customer's past interaction with the bank or other Financial Institution).

**Business Understanding:** In the business understanding phase we basically aim to:

- Understand the business process: In our case, ABC bank aims to sell its deposit product to customers.
- Identify data sources: Utilize features that is relevant to the question. In our case the question is the following. Does the client will subscribe a term deposit or not?
- Define the business objective: Aided by data based on customer's past interactions with the bank or other financial institutions we aim to clarify the customer's intentions. In

other words, the objective is a binary classification. Our goal is to predict if the client will subscribe (yes/no) a term deposit (variable  $y$ ).

- Agree on success criteria: Use a machine learning model that will aid in shortlisting customers, who have higher chances of buying the product is going to save resources and time as well. Thus, this way the cost (resource billing) is going to be minimized which is the most desirable outcome for the ABC bank.