

**GROUP NAME: DG TEAM**

NAME	EMAIL	COUNTRY	COLLEGE/COMPANY	SPECIALIZATION
Sean Chen	seancchen98@gmail.com	United States	Data Glaciers	Data Analyst
Allen Ayodeji	allenzeereeh@gmail.com	Nigeria	Data Glaciers	Data Science

**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 helps 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 :** The Bank wants to use a ML model to shortlist customers whose chances of buying the product is more so that their marketing channel (telemarketing, SMS/email marketing etc) can focus only on those customers whose chances of buying the product is more. This will save resources and their time (which is directly involved in the cost (resource billing)).

**DEADLINE :** 30TH OF JUNE, 2022.

**REPO LINK:** <https://github.com/ALLEN-AYODEJI/BANK-MARKETING-CAMPAIGN->