

GROUP NAME: DG TEAM

| NAME | EMAIL | COUNTRY | COLLEGE/COMPANY | SPECIALIZATION |
|---------------|------------------------|---------------|-----------------|----------------|
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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 : 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)).

PROJECT LIFE CYCLE :

- 1. 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.
- 2. DATA COLLECTION :** Data has been provided by UCL Machine learning Repository.
- 3. DATA PREPARATION :** After gathering the data from relevant sources we need to move forward to data preparation. This stage helps us gain a better understanding of the data and prepares it for further evaluation.
- 4. DATA MODELING :** Throughout most cases of data analysis, data modeling is regarded as the core process. In this process of data modeling, we take the prepared data as the input and with this, we try to prepare the desired output.

DEADLINE : 30TH OF JUNE, 2022.

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