

GROUP NAME: DG TEAM

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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)).

PROBLEMS : We encountered problems in the 'pdays' column which had a mass value of -1, which means it was either the customers were not contacted at all or they were missing values. In order to solve that issue we carried out the mean of values in the 'pdays' column and replaced this with the -1's.

In addition, for other 'unknown' values, one hot encoding would be used to handle them before test and training takes place.

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