Week 7 – Deliverables Document

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This document contains basic information on the project

Data Science

Bank Marketing (Campaign)

Group Project

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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 helps in understanding whether a particular customer will buy its product or not (based on the customer's past interaction with the bank or other financial institutions).

Business understanding:

Bank wants to use the ML model to shortlist customer whose chances of buying the product is more so that their marketing channels marketing SMS/email marketing, etc. can focus only on those customers whose chances of buying the product is more.

This will save resources and time (which is directly involved in the cost (of resource billing).

Develop a model with Duration and without duration features and report the performance of the model.

The duration feature is not recommended as this will be difficult to explain the result to the business and also it will be difficult for businesses to campaign based on duration.

GitHub Repo link:

https://github.com/ASfatima/DataGlacierVirtualInternship/tree/main/Week%207%20-%20Deliverables