

Data Intake Report

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Name: Deliverables (Data Science: Bank Marketing (Campaign) - Group Project)

Report date: 13 November 2022 to 30 December 2022

Internship Batch: LISUM14

Version: 1.0

Data intake by: Fatimah Asiri

Data intake reviewer:

Data storage location:

Bank data details:

Total number of observations	49732
Total number of files	1
Total number of features	17
Base format of the file	.csv
Size of the data	4.031 KB

Note: Replicate same table with file name if you have more than one file.

Proposed Approach:

- Business Understanding
- Data understanding
- Exploratory Data Analysis
- Data Preparation
- Model Building (Logistic Regression, ensemble, Boosting, etc.)
- Model Selection
- Performance reporting
- Deploy the model
- Converting ML metrics into Business metrics and explaining results to business
- Prepare presentations for nontechnical persons.

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