Week 7 – Deliverables Document

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Submitted to: Data Glacier.

This document contains basic information on the project

Data Science

Bank Marketing (Campaign)

Group Project

Prepared by:
Fatimah Asiri

Team member's details:

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2. Name: Fatimah Asiri.
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4. Country: Saudi Arabia.
5. College/Company: Freelancer
6. Specialization: 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 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.

Project lifecycle along with the deadline:

Task	Start Data	End Date
Pdf document	Sunday 13 Nov 2022	
Data Intake report	Sunday 13 Nov 2022	Sunday 13 Nov 2022
Business Understanding	Sunday 13 Nov 2022	Sunday 13 Nov 2022
Data understanding	Sunday 13 Nov 2022	Sunday 13 Nov 2022
Exploratory Data Analysis	Monday 14 Nov 2022	Monday 14 Nov 2022
Data Preparation	Tuesday 15 Nov 2022	
Model Building (Logistic Regression, ensemble, Boosting, etc.)	Tuesday 15 Nov 2022	Wednesday 16 Nov 2022
Model Selection	Wednesday 16 Nov 2022	Wednesday 16 Nov 2022
Performance reporting	Wednesday 16 Nov 2022	Wednesday 16 Nov 2022
Deploy the model	Thursday 17 Nov 2022	Thursday 17 Nov 2022
Converting ML metrics into Business metrics and explaining results to business	Thursday 17 Nov 2022	Thursday 17 Nov 2022
Prepare presentation for non-technical persons	Friday 18 Nov 2022	Friday 18 Nov 2022
Deadline	Saturday 19 Nov 2022	

Data Intake report:

Name: Week 7 – Deliverables (Data Science: Bank Marketing (Campaign) - Group Project)
Report date: 13 November 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

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.

GitHub Repo link:

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