



## WEEK 7 : DELIVERABLES

### BANK MARKETING CAMPAIGN

### ‘DATA SCIENCE’

GROUP NAME: DATA SCIENCE MASTER

NAME : ABHIMANYU GANGANI

EMAIL : [Agangani97@gmail.com](mailto:Agangani97@gmail.com)

COUNTRY : UNITED KINGDOM

COLLEGE : ANGLIA RUSKIN UNIVERSITY

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 them in understanding whether a particular customer will buy their product or not.

To achieve this task they have consulted an analytics consultancy to automate the process of classification.

The Analytics company has to come up with an ML model to shortlist the customers whose chances to buy the product are higher. This will lead the marketing team to target on the given lead.

## **BUSINESS UNDERSTANDING :**

There's been a revenue decline for the ABC bank and to overcome that they want to come up with the actions needed to be taken. With analysis they came to know that customers are not depositing as frequently as before. Banks make investments from the investment made by customers to make high profits.

Banks also urge customers to buy other products such as insurance and different kinds of deposits. They want to check the customers from existing data they pursue and filter the customers having higher chances of buying any new schemes or products from the bank.

## **PROJECT LIFECYCLE :**

Week	TOPIC	DeadLine
Week 7	Business Understanding/Data Intake	19-Dec-22
Week 8	Data Understanding	26-Dec-22
Week 9	Data Cleansing and Transformation	02-Jan-23
Week 10	EDA and Recommendation	09-Jan-23
Week 11	EDA and Proposed Modelling	16-Jan-23
Week 12	Model Selection and Performance/ Dashboard	23-Jan-23
Week 13	Final Report and Code	30-Jan-23

