

WEEK 7 : DELIVERABLES

BANK MARKETING CAMPAIGN

‘DATA SCIENCE’

GROUP NAME: DATA SCIENCE MASTER

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SPECIALIZATION : DATA SCIENCE

**PROBLEM DESCRIPTION :**

ABC Bank wants to sell it's 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.

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

The Analytics company have to come up with an ML model to shortlist the customers whose chances to buy the product is higher. This will lead 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 urges customers to buy other products such as insurance and Different kind 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 :**

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| **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 |