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* Briefing (situation, objectives, challenges)
* Data exploration
* Feature engineering (profiling, dropping…)
* Modeling and its insights
* Final insights

BRIEFING

The bank needs us as risk analysts to read into a specifically designed 18000 clients database to:

\* PRIMARY OBJECTIVE: Understand demographics and other characteristics of both customers that accept the offer and not.

\* SECONDARY: More insights are also highly valued.

What to do?

\* Understand the data and variables

\* Research, explore and compare important issues related to them

\* Feature engineer our way into a good enough model

\* Make helpful conclusions that can lead to decisions

DATA EXPLORATION

* Description
* (tableau graphics)
* “Data cleaning”

Feature engineering (profiling, dropping…)

* Bells
* Profiling
* Variables dropped (random forest insights)

Models and its insights

* Model applied - method
* Insights found

Final insights

* Conclusions (what we learned)
* Recommendations (how to improve acceptance ratio)
* Proposals (in further projects, how the data could be more helpful)
  + Mail!