The data is related to the direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to assess if the product (bank term deposit) would be (or not) subscribed.

Model Goal: The classification goal is to predict if the client will subscribe a term deposit (variable y).

1. Prepare the metadata and the data quality report for the dataset.
2. List the variables selected for the analysis

|  |  |
| --- | --- |
| Variable name | Desc |
| age | Customer age |
| Job | Type of job |
| marital | Marital Status |
| education | Education |
| default | has credit in default |
| balance | average yearly balance in Euros |
| housing | has housing loan? |
| loan | has personal loan? |
| contact | contact communication type |
| day | Last contact day of the month |
| Month | last contact month of year |
| duration | last phone call duration, in seconds |
| campaign | number of contacts performed during this campaign and for this client |
| pdays | number of days that passed by after the client was last contacted from a previous campaign |
| previous | number of contacts performed before this campaign and for this client |
| poutcome | outcome of the previous marketing campaign |

Output variable (desired target):

y - has the client subscribed a term deposit?

Data Source: Adapted from <https://archive.ics.uci.edu/ml/datasets/Bank+Marketing>