Project: Bank Marketing (Campaign)

Week 7: Deliverables

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(Individual project)

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1. 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 (based on customer's past interaction with bank or other Financial Institution). This is an application of the organization's marketing data.

2. Business Understanding

In predicting the results of marketing campaign for each customer and interpreting which all features affect the results, will help the organization understand how to make campaign more efficient. Moreover, in categorizing which segment of customers subscribed the term deposit, helps to identify who is more likely to buy the product in future thereby developing more targeted marketing campaigns. This can be achieved using ML model that shortlists the customer whose chance of buying the product is more so that their marketing channel (tele marketing, SMS/email marketing etc) can focus only to those customers. This will save resource and their time.

3. Project Lifecycle

Week	Date	Plan
Week 7	19th Jan 2023	Problem statement, business understanding, dataset collection
Week 8	26th Jan 2023	Data understanding and identifying approaches to overcome problems like missing data, outliers etc.
Week 9	2nd Feb 2023	Data cleaning and transformation
Week 10	9th Feb 2023	EDA and model recommendation
Week 11	16th Feb 2023	Presentation on EDA and proposed model technique
Week 12	23rd Feb 2023	Model Selection, model building and hyper parameter tuning
Week 13	28th Feb 2023	Final project report and code submission