Data Science Project: Bank Marketing (Campaign)
Week 7: Deliverables

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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).

Business Understanding:

Once we create a machine learning predictive model, we can start making predictions about the type of customers who are more inclined to buy the product. This allows the bank to concentrate its marketing efforts on these specific customers in future campaigns. By refining the target audience, the bank can cut down on costs, conserve resources, and enhance profit margins.

Project Lifecycle:

• Week 7 (due to: January 19): Problem Statement, Data Collection, Data Report
• Week 8 (due to: January 26): Understand the data and write approaches of how to process it.
                                Data Preprocessing
• Week 9 (due to: May 2): EDA
                                Feature Extraction
• Week 10 (due to: May 9): Construct models and choose appropriate ones to explain predictions
• Week 11 (due to: May 16): Model Result Evaluation
• Week 12 (due to: May 23): Flask Development + Heroku
• Week 13 (due to: May 30): Final Submission (Report + Code + Presentation)