

Week 7: Deliverables

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Links:

[JSSN Data Intake Report](#)

[JSSN Repo](#)

Problem Description :

ABC Bank wants to sell its term deposit product to customers. The bank aspires to use an ML Model to focus on shortlisted customers which they are often interested in bank's campaigns. The Bank desires to save time costs for the employees and resources in these campaigns that will achieve only with marvelous ML model.

Business Understanding:

Deposit for client funds transferred to a specific creation account. After that, the money will be returned to the depositor with interest usually calculated at the end of the term, with closing. But some banks offer money with interest capitalization - daily and monthly.

Project Life Cycle Along With The Deadline:

Our project sponsor is Portuguese banking institution's desire to provide a ML model as a service for the marketing employees to decrease time cost in these marketing campaigns. The ML model will provide a convenience prediction to input values that relate to the bank's customers. Which will deliver a shortlist containing customers are able to buy term deposit products as required.

The first priority is to go through the model in ordered steps to keep the harmony of the components of the model, in order to reach the satisfactory results and the desired customers.

Initially with “**Business And Problem Understanding**”, then “**Data Acquisition And Understanding**” in many phases starts with "Ingest The Data" into the target analytic environment, "Explore The Data" to determine if the data quality is adequate to answer the question, and "Set Up a Data Pipeline" to score new or regularly refreshed data. Accordingly we will move to “Modeling” which is a critical stage and start building the model by applying in order “**Feature Engineering**” to create data features,” **Model Training**” to find the model that answers the question most accurately by comparing their success metrics, and finally in modeling “Determine if your model is suitable for production”.

After finishing the modeling stage and selecting the appropriate model, directly we have to move through “**Deployment**” to deploy a model with a data pipeline to a production environment to determine final user acceptance then deploy the model to expose them with an open API interface.

At the end-point of Project Life Cycle we have reached to “**Customer Acceptance**” to finalize project deliverables by confirming that the pipeline, the model, and their deployment in a production environment satisfy the customer's objectives. The conforming consists of “System Validation” to meet business needs and “Project Hand-off”.

