

Data Glacier Intern Project Report

Project: Bank Marketing (Campaign)

Group: Model Maestros

Group Member 1

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Group Member 4

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Problem Description:

ABC Bank plans to launch a new term deposit product and is looking to enhance its marketing strategy. The goal is to create a machine learning model that can predict whether a customer is likely to buy the term deposit. This prediction is based on the customer's past interactions with ABC Bank and other financial institutions.

The purpose of the model is to pinpoint customers who are more likely to make a purchase. By doing so, ABC Bank aims to optimize its marketing efforts, focusing resources on customers with a higher chance of buying the product. This strategy will streamline marketing channels such as tele marketing, SMS/email marketing, and improve the overall efficiency of resource allocation.

Business Understanding:

The motivation behind employing a machine learning model is to prioritize and target customers who are more inclined to buy the term deposit. This strategy is expected to enhance the efficiency of the marketing campaigns and optimize resource utilization. By focusing on customers with a higher probability of making a purchase, ABC Bank aims to reduce costs associated with resource billing, minimize time spent on marketing efforts, and ultimately increase the success rate of the term deposit product.

Project Lifecycle

Timeline	Deadline	Plan
Week 7	Dec-19-2023	Understanding requirement, Problem Statement, Data Intake Report, GitHub Repository creation
Week 8	Dec-26-2023	Thorough data analysis, identifying inconsistencies in data, approaches to clean and remove inconsistencies in the dataset
Week 9	Jan-02-2024	Applying Data Cleaning and Transformation techniques
Week 10	Jan-09-2024	EDA and Recommendations
Week 11	Jan-16-2024	EDA Presentation for business and technical users
Week 12	Jan-23-2024	Model building and Performance evaluation
Week 13	Jan-30-2024	Model Deployment and Solution presentation

Data Intake Report

Name: Bank Marketing(Campaign)

Report date: Jan-30-2024

Internship Batch LISUM27

Version:<1.0>

Data intake by: Aysha Abdul Azeez

Data intake reviewer: Data Glacier

Data storage location: [Bank Marketing - UCI Machine Learning Repository](#)

Tabular data details:

Total number of observations	45211
Total number of files	3
Total number of features	16
Base format of the file	.csv
Size of the data	4.5MB