



WEEK 7 DELIVERABLES

Group Name: Data Lover

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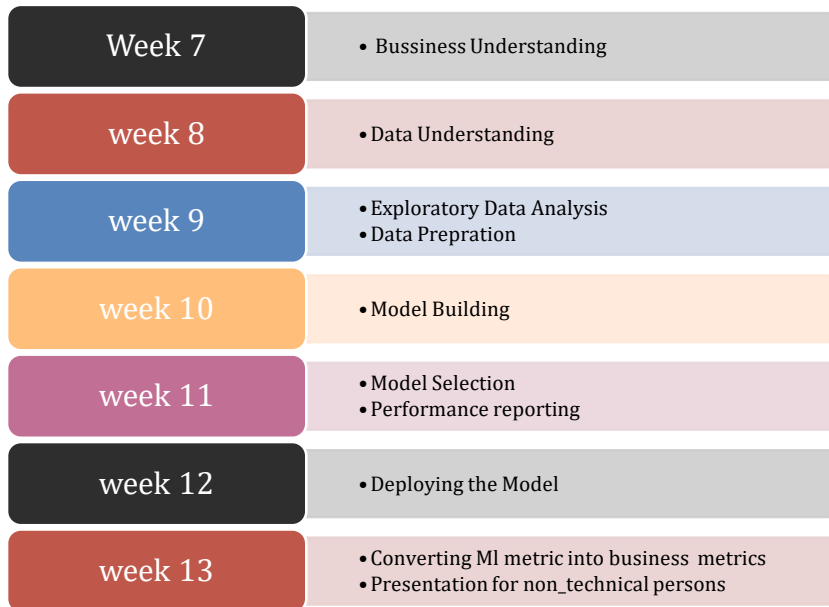
1. PROBLEM DESCRIPTION

ABC Bank wants to sell its 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). ABC bank has given responsibility to the Data Science Data Lover Team to develop an automated process of classification and asked to develop a ML model to shortlist customers with higher chances of buying the product, so that ABC's marketing team can focus on them and save the time and money.

2. BUSINESS UNDERSTANDING

There has been a revenue decline for an ABC bank and they would like to know what actions to take. After investigation, they found out that the root cause is that their clients are not depositing as frequently as before. Knowing that term deposits allow banks to hold onto a deposit for a specific amount of time, banks can invest in higher gain financial products to make a profit. In addition, banks also hold better chances to persuade term deposit clients into buying other products such as funds or insurance to further increase their revenues. As a result, the ABC bank would like to identify existing clients that have higher chances to subscribe for a term deposit and focus marketing efforts on such clients. The classification goal is to predict if the client will subscribe to a term deposit or not.

3. PROJECT LIFECYCLE



4. DATA INTAKE REPORT

Name: Bank Marketing Campaign - Data Science

Report date:

Internship Batch: LISUM10

Version:1.0

Data intake by: Data Science Data Lover Team

Data intake reviewer:

Data storage location: <https://github.com/BattaLiu/Bank Marketing Group Project>

Tabular data details: bank.csv

Total number of observations	4521
Total number of files	1
Total number of features	17
Base format of the file	.csv
Size of the data	461 KB

Tabular data details: bank-full.csv

Total number of observations	45211
Total number of files	1
Total number of features	17
Base format of the file	.csv
Size of the data	4.61 MB

Tabular data details: bank-additional.csv

Total number of observations	4119
Total number of files	1
Total number of features	21
Base format of the file	.csv
Size of the data	584 KB

Tabular data details: ank-additional-full.csv

Total number of observations	41118
Total number of files	1
Total number of features	21
Base format of the file	.csv
Size of the data	5.8 MB

Proposed Approach:

- There are 12 rows of duplicated data in the 'bank-additional-full' dataset.
- There are no missing values in all datasets.

5. REPO

[HTTPS://GITHUB.COM/BATTALIU/BANK MARKETING GROUP PROJECT](https://github.com/Battaliu/Bank_Marketing_Group_Project)