

Bank Marketing (Campaign) Project Details

Team member's details

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Group Name

Datarpher

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 helps 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

Bank wants to use ML model to shortlist customer whose chances of buying the product is more so that their marketing channel (tele marketing, SMS/email marketing etc) can focus only to those customers whose chances of buying the product is more.

This will save resource and their time (which is directly involved in the cost (resource billing)).

Project lifecycle

- **Business Understanding** (week 1)
- **Data understanding** (week 1)
- **Exploratory data Analysis** (week 2)
- **Data Preparation** (week 3)
- **Model Building (Logistic Regression, ensemble, Boosting etc)** (week 4)
- **Model Selection** (week 5)
- **Performance reporting** (week 6)
- **Deploy the model** (week 6)
- **Converting ML metrics into Business metric and explaining result to business** (week 7)
- **Prepare presentation for non technical persons.** (week 7)

Data Intake Report

Name: Bank Marketing (Campaign)

Report date: 19.07.2023

Internship Batch: LISUM22

Version:

Data intake by: Batuhan YILMAZ

Data intake reviewer:

Data storage location: <https://archive.ics.uci.edu/dataset/222/bank+marketing>

Github repository link: <https://github.com/Batuhan-Ylmz/Bank-Marketing-Campaign-Term-Deposit-Product-Purchase-Classification>

Tabular data details: bank-full

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	5.9+ MB

Tabular data details: bank-additional-full

Total number of observations	41188
Total number of files	1
Total number of features	21
Base format of the file	csv
Size of the data	6.6+ MB

Data files are same as each other. However, bank-additional-full.csv file includes more specific details regarding the customers. (E.g; contact day with customer, consumer price index, consumer confidence index ...).