

# Data Intake Report

Name: ML for Bank Marketing Campaign

Report date: 09/20/22

Version:1.0

Data intake by:Longling

Data storage location: <https://github.com/BerylliuMM2000/BankMarketing>

## Tabular data details:

<b>File name</b>	bank
<b>Total number of observations</b>	4521
<b>Total number of files</b>	1
<b>Total number of features</b>	17
<b>Base format of the file</b>	.csv
<b>Size of the data</b>	461KB

<b>File name</b>	bank-full
<b>Total number of observations</b>	45211
<b>Total number of files</b>	1
<b>Total number of features</b>	17
<b>Base format of the file</b>	.csv
<b>Size of the data</b>	4.61MB

## Problem Statement:

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).

## Proposed Approach:

- 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.