

# Bank Marketing (Campaign)

**Group Name:** Data Science Group (Bushra and Omer)- Data Glacier

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**Country:** Saudi Arabia

**College/Company:** Prince Sattam Bin Abdulaziz University

**Specialization:** Data Science

**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.

**Business Understanding:** using a machine learning algorithm, we will be able to create a list of customers who are more likely to buy the product. This is based on multiple parameters like their job, housing, and loans. This algorithm will be able to predict ideal customers thus allowing the bank to focus its resources on customers who would be interested in buying their product instead of wasting time and resources.

Develop machine learning model to:

- 1- Select customers that may buy the products.
- 2- Use minimum set of resources and save time to select candidate customers
- 3- Increase business profits.

By using available datasets, and apply machine learning algorithm to automate process of customer selection, the candidate customers will be identified easily. No need to use any resources in customer's side. Only in server side we need to run software.

**Project lifecycle along with deadline:**

- 1) Initiation: Week 7, Forming the group, understanding the problem, deciding on the approach, and assigning roles to each member of the team
- 2) Planning: Week 8 and week 9, we start on data cleaning and data manipulation and making sure the data is fit to be analyzed.
- 3) Implementation: week 10, we start on the analysis for the data and building a model and making the final recommendation.
- 4) Closure: on week 11, we present our work to the business users via a PowerPoint presentation.

Task	Week 7	Week 8	Week 9	Week 10	Week 11
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<b>Initiation</b>					
<b>Planning</b>					
<b>Implementation</b>					
<b>Closure</b>					

Table1: Project Gantt chart

#### Data Intake report:

<b>Total number of observations</b>	45212 rows
<b>Total number of files</b>	1
<b>Total number of features</b>	17 columns
<b>Base format of the file</b>	xlsx
<b>Size of the data</b>	3.32 MB

Table 2: Data Intake

#### GitHub Repo link:

<https://github.com/Bushra-Eisa/BankMarketing>

<https://github.com/omercomail/BankMarketing>