

Data Science Intern at Data Glacier

Project: Bank Marketing (Campaign)

Week 7: Deliverables

- **Group Name:** LimitLess Team
- **Team member's details:**
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- **Batch Code:** LISUM 17
- **Date:** 17 February 2023
- **Submitted to** Data Glacier
- **Github Repo link:**
<https://github.com/ChitraChaudhari/Bank-Marketing-campaign->

1. Problem Statement:

ABC Bank wants to sell its term deposit product to customers and before launching the product, the company wants to develop a model which helps in understanding whether a particular customer will buy their product or not (based on the customer's past interaction with the bank or other Financial institutions).

Why ML Model: Bank wants to use the ML model to shortlist customer whose chances of buying the product is more so that their marketing channel (telemarketing, SMS/email marketing, etc) can focus only on those customers whose chances of buying the product is more. This will save resources and time (which is directly involved in the cost (of resource billing)).

Develop a model with Duration and without duration feature and report the performance of the model. The duration feature is not recommended as this will be difficult to explain the result to the business and also it will be difficult for the business to campaign based on duration.

2. Project lifecycle along with the deadline

Weeks	Dates	Plan
Week07	19 Feb 2023	Problem Statement, Business understanding, Data Report
Week08	26 Feb 2023	EDA Presentation and Data Processing
Week09	2 March 2023	Feature Extraction and proposed modeling technique
Week10	9 March 2023	Model Selection and Model Building
Week11	16 March 2023	Model result evaluation
Week12	23 March 2023	Flask + Cloud deployment
Week13	30 March 2023	Final Project Report and Code