**Presentation of Banking Data Report**

Team Member Details:

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**Problem Description:**

The bank marketing dataset contains 21 KPI. Stating the problem.

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).

**Business Understanding:**

The business understanding of a bank dataset refers to the comprehension and context surrounding the data collected from various banking operations and transactions. It involves understanding the objectives, goals, and challenges of the bank in relation to the data it collects, processes, and analyzes. Key aspects of business understanding for a bank dataset typically include:

1. **Age**: This feature represents the age of the bank clients. Understanding the age distribution can help in targeting specific age groups for various financial products and services.
2. **Job**: Indicates the occupation of the client. This information is valuable for segmenting customers based on their professions and tailoring financial products accordingly.
3. **Marital**: Describes the marital status of the clients. Marital status can influence financial decisions, such as joint account offerings or insurance products.
4. **Education**: Represents the educational background of the clients. This can be useful in understanding clients' financial literacy levels and designing educational resources or financial planning services.
5. **Default**: Indicates whether the client has credit in default. This is crucial information for assessing credit risk and determining eligibility for certain financial products.
6. **Housing**: Specifies if the client has a housing loan. Understanding clients' housing loan status is essential for offering mortgage-related products or assessing their financial stability.
7. **Loan**: Indicates if the client has a personal loan. This information helps in assessing the client's overall debt burden and eligibility for additional financial products.
8. **Contact**: Describes the communication method used to contact the client (e.g., cellular, telephone). Understanding the preferred communication channels can optimize marketing strategies.
9. **Month**: Represents the month of the last contact. This temporal information can provide insights into the timing of client interactions and campaign effectiveness.
10. **Day\_of\_week**: Specifies the day of the week of the last contact. Similar to the 'Month' feature, this provides temporal context for analyzing client interactions.
11. **Duration**: Represents the duration of the last contact in seconds. This feature provides information on the duration of client interactions, which can be indicative of engagement levels.
12. **Campaign**: Represents the number of contacts performed during the current campaign for the client. This helps in understanding the intensity of marketing efforts.
13. **Pdays**: Describes the number of days that passed since the client was last contacted from a previous campaign. This can provide insights into client engagement and response times.
14. **Previous**: Represents the number of contacts performed before this campaign for the client. This provides historical context for client interactions and campaign effectiveness.
15. **Poutcome**: Describes the outcome of the previous marketing campaign for the client. This information can inform future campaign strategies and client engagement approaches.
16. **Emp.var.rate**: Represents the employment variation rate. This macroeconomic indicator provides context for analyzing clients' financial behaviors and preferences.
17. **Cons.price.idx**: Represents the consumer price index. Similar to 'Emp.var.rate,' this macroeconomic indicator provides context for understanding clients' financial behaviors.
18. **Cons.conf.idx**: Represents the consumer confidence index. This macroeconomic indicator provides insights into clients' confidence levels regarding economic conditions.
19. **Euribor3m**: Represents the Euribor 3-month rate. This is a key interest rate used in the Eurozone, and it influences various financial products and services.
20. **Nr.employed**: Represents the number of employees. This macroeconomic indicator provides insights into labor market conditions, which can impact clients' financial decisions.
21. **Y**: This is the target variable, indicating whether the client subscribed to a term deposit. This is the variable of interest for predictive modeling and assessing campaign effectiveness.

Understanding these features in the dataset is essential for conducting exploratory data analysis, feature engineering, and building predictive models to support business decisions and optimize marketing campaigns within the banking domain.

**Project lifecycle along with deadline:**

The project life cycle will depend on the economic situation of the bank’s country as it factors strongly determines the financial state of customers.

Github Link: