Case Study:

* From UC Irvine’s Machine Learning Repository:
* Topic: Bank Marketing
  + [https://archive.ics.uci.edu/ml/datasets/Bank+Marketing#](https://archive.ics.uci.edu/ml/datasets/Bank+Marketing)
* Break down of the delivery
  + Code shared through GitHub or email
  + 15-min presentation
  + 30-min Case Study Q&A
  + One SQL question to be asked onsite based on the data.
* How to get the data:
  + The case study is based on an example from UC Irvine’s Machine Learning Repository. Please use the URL (<https://archive.ics.uci.edu/ml/datasets/Bank+Marketing> ) for the data set description and the data file.
* Problem definition:
  + The aforementioned data set includes direct marketing campaigns (i.e. phone calls) of a Portuguese banking institution. The goal is to predict if the client will subscribe a term deposit (indicated in the y variable). Your task is to create a model that will help this banking institution determine, in advance, clients who will be receptive to such marketing campaigns. Clearly state the metric used for this problem

We look forward to your work that supports your solution (e.g., code, descriptive analysis, or any other supporting material) in the format you prefer (raw code or notebook).

You have two options to submit your work.

1. Submit your work to your GitHub and share the link of your Github page
2. Email your work to me