**1 - Data Science Blog Post**

You can read my Medium Blog Post in [here](https://medium.com/@dsjoshi24/how-do-banks-decide-on-the-end-user-market-segments-for-term-deposits-campaigns-ff03cbd742d6).

**Libraries**

To be able to run this notebook, you need to install these libraries:

* [Pandas](https://github.com/pandas-dev/pandas)
* [Seaborn](https://github.com/mwaskom/seaborn)
* [Matplotlib](https://github.com/matplotlib/matplotlib)

**Introduction**

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For this project I decided to analyse the bank customers' marketing data from Kaggle [website](https://www.kaggle.com/prakharrathi25/banking-dataset-marketing-targets:). This data contains nearly 50,000 responses from May 2008 to November 2010. I have used jupyter notebook to do the analysis which can find be found in the Bank\_Data\_Analysis.ipynb file.  
  
For this analysis, I have focused on understanding term deposit responses based on customers’ profiles :

* Customer personal details (age, sex, address etc.)
* Social Profiles (married or unmarried)
* Education levels
* Job profiles and the roles they play (are they in junior role, mid level, senior managers, executives, type of industry etc.)
* Do the customers have their own property? And do they have active ongoing mortgages?

Along with the following queries:

1. What is the Median age of the people saying yes to Term deposit?
2. What is Q3 of balance of people rejecting the product?
3. What is the education qualification of most of the banck customers who have taken loan?

**Data**

Data can be downloaded from the Kaggle website using this [link](https://www.kaggle.com/prakharrathi25/banking-dataset-marketing-targets).  
  
Download the data and save the train.csv and test.csv files in the same directory with this notebook.