

# Deliverables Week: 8

## Bank Marketing Campaign

**Group Name:** Evolve Data

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**Country:** Namibia

**Company:** Omdena

**Specialization:** Data

**ScienceGithub Repo**

**Link:**

[sharuhinda/bank\\_marketing\\_campaign at review \(github.com\)](#)

[Fredricka23/Bank-Marketing-Campagain---Week-7: Specialization Project \(github.com\)](#)

## Problem Description:

ABC Bank wants to sell its term deposit product to customers and before launching the product to customers 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).

## Cleaning methods:

- Dropping columns and rows
- Visualizing on a heatmap