

Deliverables Week: 9

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