Deliverables Week: 10

Bank Marketing Campaign

Group Name: Evolve Data

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Problem Statement:

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).

Problem Description:

The Bank's strategy wants to use a prediction model to shortlist customer whose chances of buying the product is more so that their marketing channel can focus only to those customers whose chances of buying the product is more. The bank can save resource and time if the know who is more likely to buy their product.

Cleaning methods:

- Dropping columns and rows
- Visualizing on a heatmap
- Replacing missing values with the mode

- Grouping text features that doesn't appear many time

Final Recommendations:
- There is a direct relation between the loan and the acceptance of the application.
- Some jobs have higher priority for acceptance.
- Some features do not have effect on the output as day and month.
- In the heatmap we can see that the columns 'euribor3m', 'nr.employed' and 'emp.var.rate' are highly correlated.
- The contact by phone seems to be more effective, what makes sense because it's easier to convince someone of something when you talk personally to them.