Deliverables Week: 7
Bank Marketing Campaign

Group Name: Evolve Data
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Github Repo Link:

Problem Description:

ABC Bank wants to sell it's 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).

Business Understanding:

ABC Bank wants to use a prediction model to shortlist customer who has better chances of buying the product so that their marketing channel (tele marketing, SMS/email marketing) can focus only to those customers whose chances of buying the product is more.

It will save the bank resources and time (resource billing)

It aims to develop a model with Duration and without duration feature and report the performance of the model.

Project Lifecycle:

Week	Topic	Deadline
7.	1. Problem Description 2.Business Understanding 3. Data Intake Report	19/Dec/2022
8.	1. Problem Description 2.Data Understanding 3.Data Types 4.Data Problems 5.Approaches to data problems	26/Dec/2022
9.	1. Data Cleaning and Transformation	02/Jan/2023
10.	1.Problem Description 2.EDA Performed on the data	09/Jan/2023

	3.Final Recommendation	
11.	1.Problem description 2.EDA presentation for business users 3.	16/Jan/2023
12.	1.Model Selection	23/Jan/2023
13.	1.Final Project Report 2.Link of your code and report 3.PowerPoint Presentation	30/Jan/2023

Data Intake Report

Name: Bank Marketing (Campaign)
Report date: 30/01/2022
Internship Batch: LISUM15
Version: 1.0
Data Intake by: Fredricka David
Data Intake Reviewer:
Data Storage Location:

Name	bank-additional
Total number of observations	4119
Total number of files	1
Total number of features	21
Base format of the file	.csv
Size of the data	584 KB

Name	Bank-additional-full
Total number of observations	41188
Total number of files	1
Total number of features	21
Base format of the file	.csv
Size of the data	583 MB

Name	Bank-additional-names
Total number of observations	
Total number of files	1
Total number of features	
Base format of the file	.txt
Size of the data	5.46 KB

Github Repo Link: