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### **Problem Description:**

Design and Develop the ML model for shortlisting customer who are having chances of buying more products than others. And their marketing transmission may focus to some of the customer as a; (SMS or e-mail marketing ) where their chances of getting the products are higher than others.

### **Business understanding:**

ABC Bank wants to sell its term deposit product to customers and before launching the product they want to develop a model which helps 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).

### **Project life-cycle along with deadline:**

#### **1. Stage One: Initial**

- a) Understanding the Business.
- b) Learning the objectives
- c) Setting the goals and deadline
- d) Deadline: 10/oct/2021

#### **2. Stage Two: Planning**

- a) Learning about the data that is given
- b) Approaching for handling the data
- c) Deadline; 10/oct/2021

#### **3. Stage Three: Implementing**

- a) Cleaning the Data
- b) Building the Model
- c) Deadline: 25/oct/2021

#### **4. Stage Four: Final**

- a) Applying and checking
- b) Preparing the Document
- c) Deadline: 15/nov/2021