# Bank Direct Marketing Campaign Analytics

Architecture

# **Introduction**

The information relates to telephone-based direct marketing activities of a Portuguese banking institution. The classification's objective is to foretell the client's intent to sign up for a term deposit. Data from a Portuguese banking institution's direct marketing efforts is being used. On phone conversations, the marketing campaigns were based.

# **Scope**

To evaluate whether or not the product (a bank term deposit) will be subscribed by having many interactions with the same consumer.

# **Architecture**

The following is a picture of the project's whole architecture.

X

Excel

**Excel**

Microsoft SQL Server



**Power BI Desktop**

* The full dataset was initially converted from csv to excel format using Pandas library in Python with the help of Jupyter notebook. The data was then cleaned in Excel based on univariate analysis for each numeric column.
* For a better understanding of the dataset, several outliers were eliminated.
* Once a SQL server was set up, a bank database was created. The dataset was then uploaded as a csv file.
* After that, the dataset was connected to Power BI in Direct query mode so that any changes made to the data in SQL Server would be immediately and effortlessly visible in POWER BI.

# **Deployment**

The final report is published in Power BI service. Then the link is shared to client. Below is the document link to access the report.

**Link:** <https://app.powerbi.com/view?r=eyJrIjoiMjJlOWVmNmEtMmU3Zi00NWM1LWE5ZmYtZTNiOGZkMTE1Mzc0IiwidCI6ImRmODY3OWNkLWE4MGUtNDVkOC05OWFjLWM4M2VkN2ZmOTVhMCJ9&pageName=ReportSection>

Also the entire project is uploaded in Novypro.com for public use.

Link: <https://www.novypro.com/project/abpattanaik96novyprocom>