Data Science: Bank Marketing (Campaign)

Data Glacier - LISUM 10

Unity of One (1 team member)
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Problem Statement:

ABC Bank wants to sell it's term deposit product to customers and before launching the product 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:

Developing a model which is able to accurately predict if a customer will buy the product or not, will impact the future sales of the products greatly. Extremely beneficial to targeted marketing, overall decision making and product direction.

Project Lifecycle:

- **Week 7** (Due date 19 July 2022)
  Problem Statement, Project Lifecycle

- **Week 8** (Due date 26 July 2022)
  Data Understanding, Basic Data Analyis

- **Week 9** (Due date 2 August 2022)
  Data Cleansing, Transformation

- **Week 10** (Due date 9 August 2022)
  Exploratory Data Analysis (EDA) , Recommendations

- **Week 11** (Due date 16 August 2022)
  EDA Presentation for Business, Model Recommendations

- **Week 12** (Due date 23 August 2022)
  Model Building, Model Deployment

- **Week 13** (Due date 30 August 2022)
  Project Presentation

Data Intake Report

Name: <Bank Marketing (Campaign): Data Science - Week 7>
Report date: <2022/06/19>
Internship Batch:<LISUM10>
Version:<1.0>
Data intake by:<Henri Edwards>
Data intake reviewer:
Data storage location: <https://github.com/HenriEdwards/Data-Glacier/tree/main/Week%207>

Tabular Data Details: 'bank.csv'

Total number of observations	<4521>
Total number of files	<1>
Total number of features	<17>
Base format of the file	<.csv>
Size of the data	<461kb>

Tabular Data Details: 'bank-full.csv'

Total number of observations	<45211>
Total number of files	<1>
Total number of features	<17>
Base format of the file	<.csv>
Size of the data	<4.61mb>

Tabular Data Details: 'bank-additional.csv'

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	<584kb>

Tabular Data Details: 'bank-additional-full.csv'

Total number of observations	<41118>
Total number of files	<1>
Total number of features	<21>
Base format of the file	<.csv>
Size of the data	<4.61mb>

Github Repo Link

https://github.com/HenriEdwards/Data-Glacier/tree/main/Week%207