

Data Science: Bank Marketing (Campaign)

Data Glacier - LISUM 10

Unity of One (1 team member)

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Problem Description:

A

Data Understanding:

A

Data Description:

The data is related with direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be ('yes') or not ('no') subscribed.

The classification goal is to predict if the client will subscribe (yes/no) a term deposit (variable y).

What are the problems in the data (number of NA values, outliers , skewed etc)

A

What approaches you are trying to apply on your data set to overcome problems like NA value, outlier etc and why?

A

Github Repo link

<https://github.com/HenriEdwards/Data-Glacier/tree/main/Week%208>