

## Data Intake Report

**Data Source:** Moro,S., Rita,P., and Cortez,P.. (2012). Bank Marketing. UCI Machine Learning Repository. <https://doi.org/10.24432/C5K306>.

**Data Types:** 4 Database tables

### Data 1: ('bank.full')

#### Data Volume

- **Record Count:** 45,211 entries
- **File Size:** 4.39 MB

#### Data Quality

- **Completeness:** 100%
- **Uniqueness:** No duplicate records
- **Consistency:** Uniform field formats

#### Data Processing

- **Data Cleaning:** Check null values, format correction
- **Data Formatting:** Remove signals in string

#### Metadata (17 inputs)

- **Field Names:** Age, Job, Marital, Education, Default, Balance, Housing, Loan, Contact, Day, Month, Duration, Campaign, Pdays, Poutcome, Previous
- **Data Types:** int, chr, chr, chr, chr, int, chr, chr, chr, int, chr, int, int, int, chr, int
- **Description:** The data is related with direct marketing campaigns of a Portuguese banking institution.

### Data 2: ('bank.csv')

Description: 10% of the examples and 17 inputs, randomly selected from Data 1 ('data.full')

### Data 3: ('bank.additional.full')

#### Data Volume

- **Record Count:** 41,188 entries
- **File Size:** 5.56 MB

#### Data Quality

- **Completeness:** 100%
- **Uniqueness:** No duplicate records
- **Consistency:** Uniform field formats

#### Data Processing

- **Data Cleaning:** Check null values, format correction
- **Data Formatting:** Remove signals in string

#### Metadata (20 inputs)

- **Field Names:** Age, Job, Marital, Education, Default, Housing, Loan, Contact, Month, Day\_of\_week, Duration, Campaign, Pdays, Poutcome, Previous, Emp.var.rate, Cons.price.idx, Cons.conf.idx, euribor3m, nr.employed
- **Data Types:** int, chr, chr, chr, chr, chr, chr, chr, chr, chr, int, int, int, int, chr, num, num, num, num, num
- **Description:** The data is related with direct marketing campaigns of a Portuguese banking institution.

**Data 4: ('bank\_additional.csv')**

Description: 10% of the examples (4119), randomly selected from 1), and 20 inputs.

**Tools and Techniques**

- **Data Cleaning Tools:** Python
- **Data Analysis Software:** Python