

AI BOYS

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Projects name: Bank Marketing(Campaign)

Problem Description:

- 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).

Business Understanding:

- 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 assess 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).

Project lifecycle along with deadline:

- **Week 8:** Read and understand the data
- **Week 9:** Data cleaning
- **Week 10:** Final Recommendation and EDA submission
- **Week 11:** EDA Presentation and proposed modeling technique
- **Week 12:** Model Selection and Model Building/Dashboard
- **Week 13:** Final Project Report and Code

Github Link: [AI Boys](#)