Week 7 Project Deliverables

Team Smart Banker (Data Science Specialization)

March 19, 2023

Agenda

01. Meet the Team

02. Problem Description

03 Business Understanding

04. Project Timeline

05. Closing

Meet the Team

Group Name: Team Smart Banker

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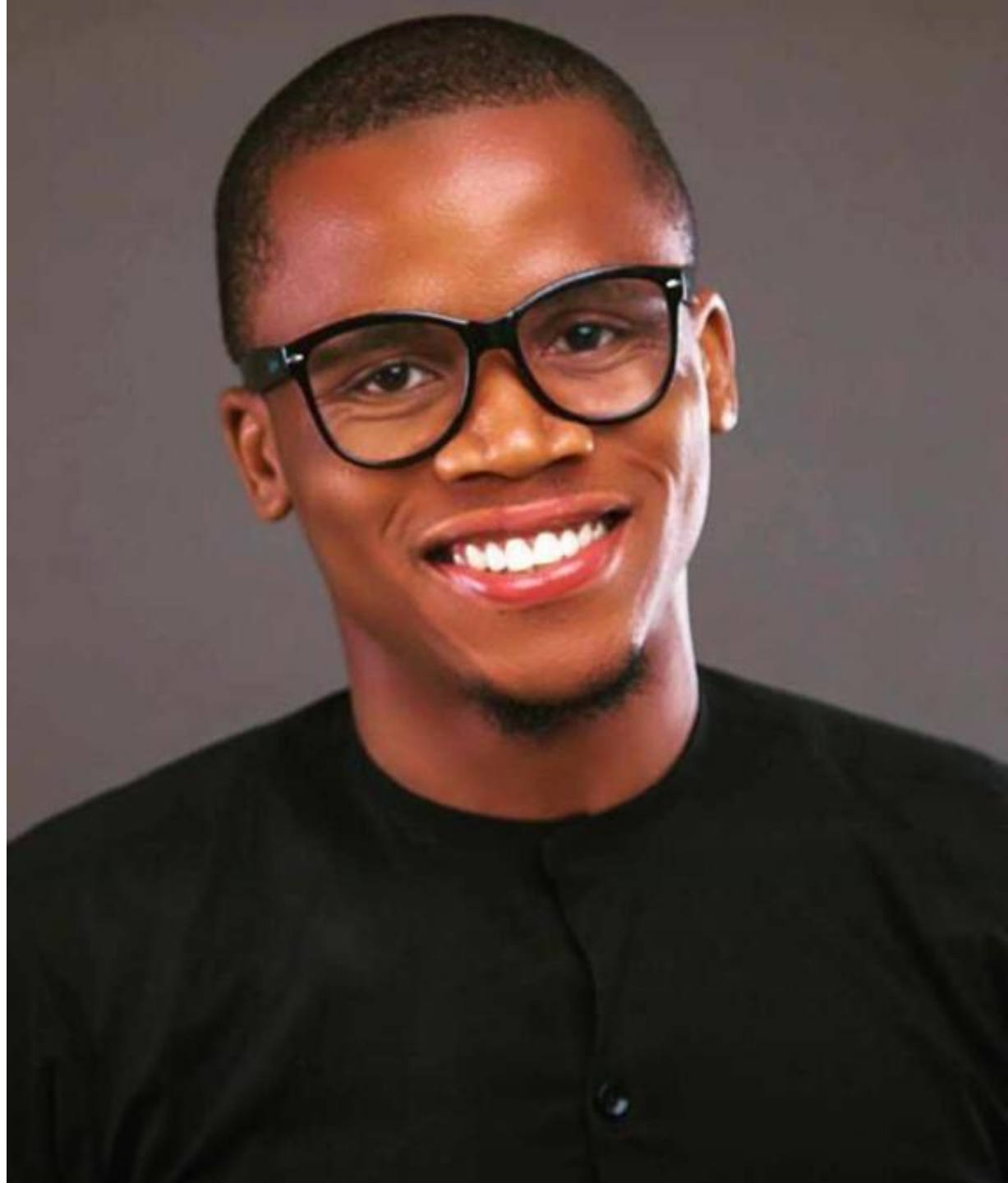
Specialization: Data Science



Bank Marketing Campaign

A Data Science Project

Problem Description

Objective: Predict if a client will subscribe to a term deposit offered by a bank.

Dataset: Information related to direct marketing campaigns conducted through phone calls by a Portuguese banking institution.

Goal: Build a classification model that predicts whether the client will subscribe to the term deposit or not, based on various input variables such as age, job, marital status, education, etc

Business Understanding

Importance: Success of direct marketing campaigns depends on accuracy of targeting potential customers who are more likely to purchase the offered product..

Interest: This is to help a bank identify customers who are more likely to subscribe to a term deposit to optimize their marketing strategy and increase their chances of success while minimizing their costs..

Project Timeline

Wk1. 19 Mar – 26 Mar 2023

Data Collection: Download the dataset from the given source and load it into a Jupyter notebook.

Data Exploration: Perform preliminary data exploration to understand the dataset's structure, quality, and potential challenges.

Wk2. 26 Mar – 2 Apr 2023

Data Preparation: Prepare the dataset for modeling by performing data cleaning, feature selection, feature engineering, and data transformation as necessary.

Modeling: Train different classification models on the prepared dataset and evaluate their performance using appropriate metrics.

Wk3. 2 Apr – 9 Apr 2023

Model Tuning: Tune the hyperparameters of the best-performing model to improve its performance further.

Model Interpretation: Interpret the trained model and identify the most significant factors that contribute to the prediction.

Wk4. 9 Apr – 16 Apr 2023

Finalize the project report: Create a comprehensive report documenting the entire project, including problem definition, methodology, results, and interpretation.

Submission: Submit the final report within 2 weeks by April 28, 2023, as per the given deadline..

Thank you

Thanks for going through this interesting journey with us.

We hope we have added value to this work.

GitHub Link

https://github.com/Jeks042/Data-Science-Projects