

Team member: Jilin He

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Country: China

College: King's College London

Specialization: Data Science

Problem Description: ABC Bank wants to predict which customers are more likely to buy its term deposit product so that it can do personalized promotion accordingly.

Business Understanding: The dataset belongs to a Portuguese bank institution and can serve as a reference for ABC Bank. It is worth noting that the data entries were not recorded at the same time. Thus each row represents the situation of one specific customer at a specific time. It records the private information of the customers such as age, marital status, housing loan, etc. It also records the result of the previous campaign. We need to use those features to predict whether a given customer will buy the product or not.

Data Intake Report

Name: Data Science Bank Marketing

Report date: <2022-08-04>

Internship Batch: LISUM11:30

Version:<1.0>

Data intake by:<Jilin He>

Data intake reviewer:<intern who reviewed the report>

Data storage location: <>

Tabular data details:

Bank-additional-full.csv

Total number of observations	41188
Total number of features	20
Base format of the file	.csv
Size of the data	5699kb

Bank-additional.csv

Total number of observations	4119
Total number of features	20
Base format of the file	.csv
Size of the data	571kb

Proposed Approach:

Logistic regression, random forest, and decision tree

Project lifecycle:

1. Data cleaning ddl: Aug 8th
2. Model fitting ddl: Aug 16th

Github repo link: <https://github.com/Jilin326/Data-Science-Bank-Marketing>