**About Dataset**

**Abstract:**

The data is related with direct marketing campaigns (phone calls) of a Portuguese banking institution. The classification goal is to predict if the client will subscribe a term deposit (variable y).

**Data Set Information:**

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.

**Overview of the attributes:**

Age Age of customer

Job Job of customer

Martial Martial status of customer

Education Customer education level

Default Has credit in default?

Housing If costumer has housing loan

Loan Has Personal Loan

Balance Customer's individual balance

Contact Communication type

Month Last contact month of year

Day Last contact day of the week

Duration Last contact duration, in seconds

Campaign Number of contacts performed during this campaign and for this client

Pdays Number of days that passed by after the client was last contacted from a previous campaign

Previous Number of contacts performed before this campaign and for this client

Poutcome outcome of the previous marketing campaign

Y has the client subscribed a term deposit

Highly imbalanced dataset , converted data into actionable insights by predicting and modeling the future outcomes.