

Bank Marketing Analysis

Problem Statement

Getting to know what customers bring value to the business is the key to any organization. Especially for the banks, in cases like predicting whether a customer will be a default or not, whether a customer will take term deposit or not. These types of situations need a proper analysis because a few customers can make a lot of difference for the banks.

Your analysis to find out whether a customer is going to take term deposit or not .

Dataset

This is the classic marketing bank dataset uploaded originally in the UCI Machine Learning Repository. The dataset gives you information about a marketing campaign of a financial institution in which you will have to analyze in order to find ways to look for future strategies in order to improve future marketing campaigns for the bank.