* Outliers are present in the data
* No need to worry about missing value problem.
* Columns are on different scale:
  + So, we’ll have to perform scaling (Normalization/Standardization)
* Multiple features are categorical
  + Dummy Variable conversion is required
* Dataset
  + Class Imbalance Problem
* Age
  + Age might be one important parameter, especially in range of 20-60.
* Job
  + Certain profiles might be helpful in deciding, if an user will subscribe or not. In other words, we can say that “job” is one important feature for classification.