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Problem Description

ABC Bank wants to promote its new term deposit product. To make its marketing efforts more efficient and cost-effective, it needs a machine learning model that can predict whether a customer will subscribe to the term deposit based on their personal, interaction, and socio-economic data. This model will help the bank focus its resources on customers with a higher likelihood of subscribing.

GitHub Repository Link:

https://github.com/ManilShangle/DataGlacierProject