

Group Name: The Banker

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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.

Business Understanding

Marketing resources like tele-calling and email campaigns are expensive and time-intensive. By targeting only those customers who are more likely to say yes to a term deposit, the bank can reduce costs and improve conversion rates.

The key business goal:

- ◆ Increase subscription rates for term deposits
- ◆ Reduce customer acquisition costs
- ◆ Improve marketing efficiency through intelligent targeting

We also explore how excluding certain features (like duration) affects model interpretability and real-world usability.

Project Lifestyle

Phase	Description	Deadline
Week 1	19 April 2025	Business Understanding
Week 2	26 April 2025	Data Understanding
Week 3	3 May 2025	EDA
Week 4	10 May 2025	Feature Engineering, Model Building
Week 5	17 May 2025	Model Evaluation
Week 6	24 May 2025	Presentation
Week 7	31 May 2025	Document the challenges
Week 1	19 April 2025	Business Understanding
Week 2	26 April 2025	Data Understanding