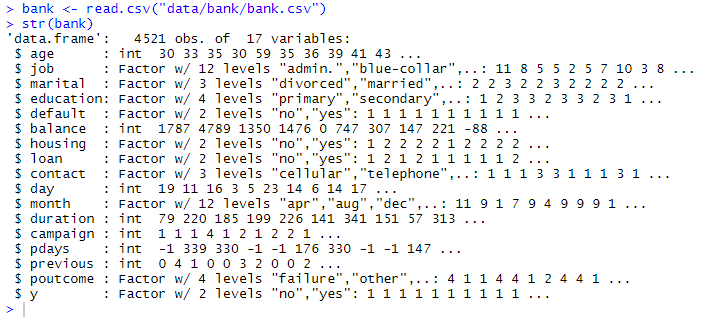
Mark Hession

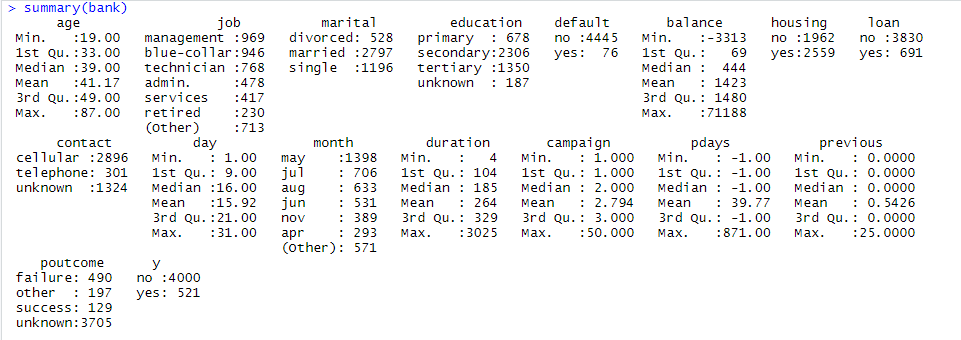
A00239393

Data Mining & Machine Learning Module Assignment

Decision Tree:  
1.1 – For this analysis, I have chosen a dataset which is related with direct marketing campaigns (phone calls) of a Portuguese banking institution. The goal is to predict if a client will say yes or no to a term deposit subscription. The dataset includes several details such as the client’s age/job/education along with banking details such as if they have a loan and what type of contact they have.

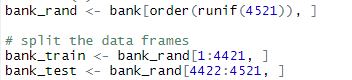
1.2





1.3

Splitting the data frames.

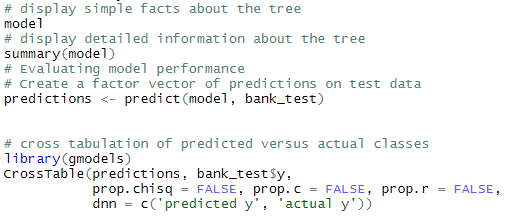


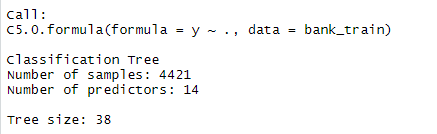
Training



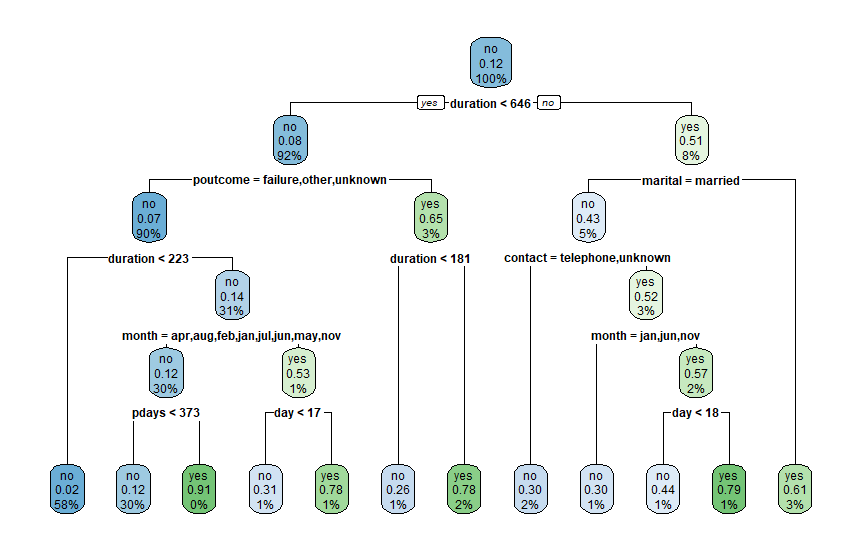
1.4

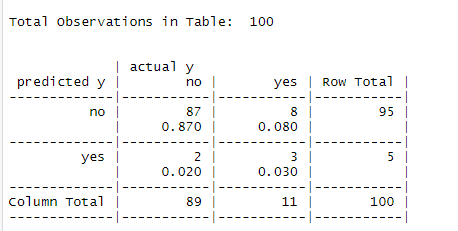
Model





1.5

Predictions



1.6

Evaluation