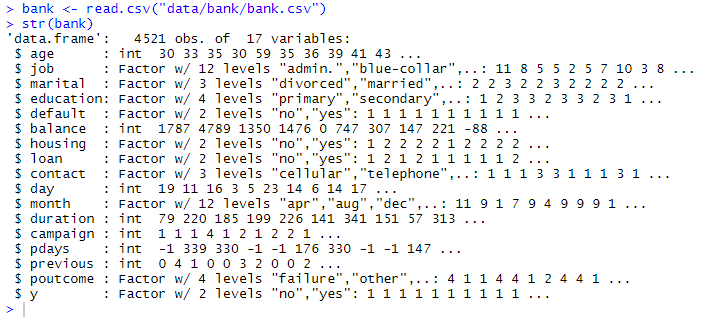
Mark Hession

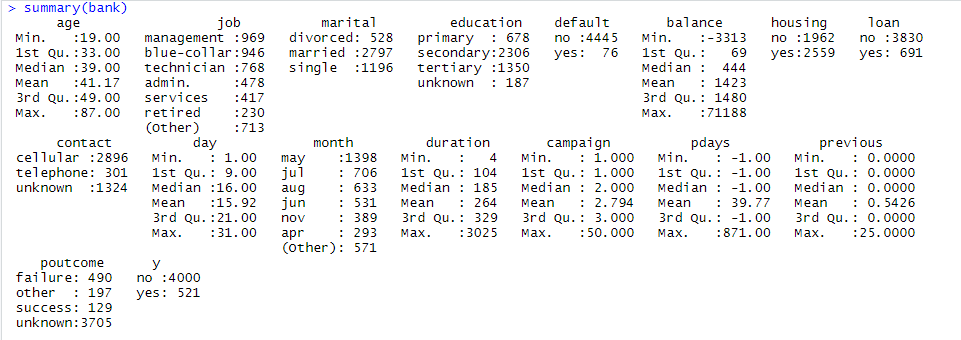
A00239393

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. The decision tree will show the branching paths based on the client’s information and predict how likely they are to say yes or no based on that information.

1.2

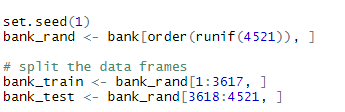




1.3

Splitting the data frames.

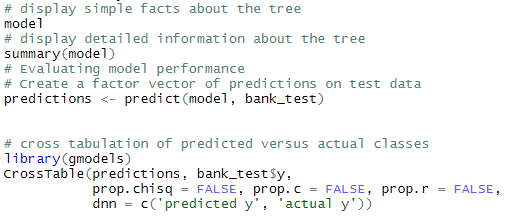
For the training and testing, I split it 80/20, 80% for training and 20% for testing.

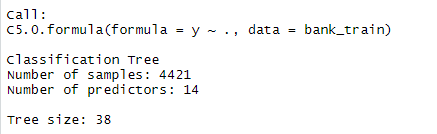




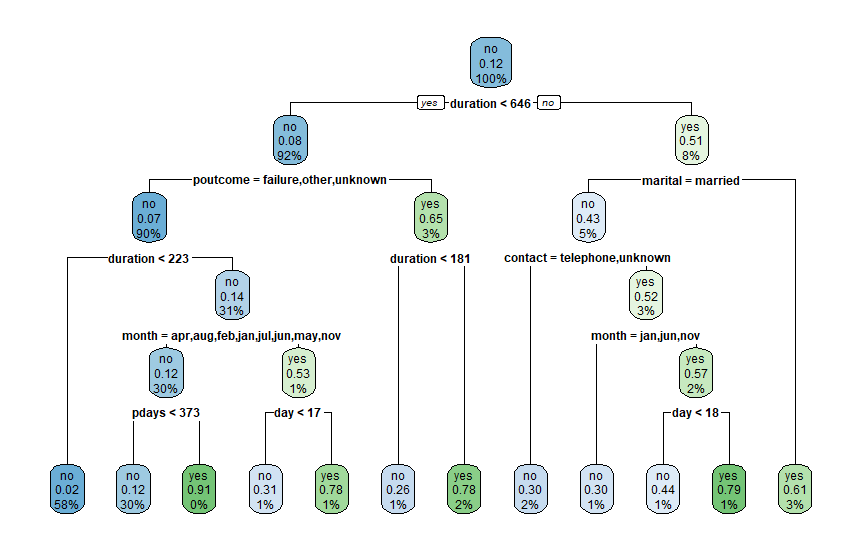
1.4

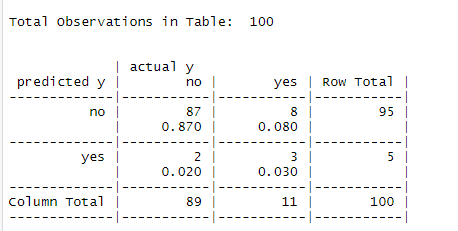
Model





1.5

Predictions



1.6

Evaluation