**ML Project - Bank Marketing Prediction**

**Abstract:**

The data is related with direct marketing campaigns (phone calls) of a Portuguese banking institution. The classification goal is to predict if the client will subscribe a term deposit (variable y)

**About the Dataset:**

As mentioned above, the dataset consists of direct marketing campaigns data of a banking institution. The dataset was picked from UCI Machine Learning Repository which is an amazing source for publicly available datasets. Which consists of 45211data points with 19 independent variables out of which 10 are numeric features and 10 are categorical features.

**Type of Machine Learning problem:**

This is a binary classification problem. Our two classes are “yes” denoting that the customer subscribed to a term deposit, and “no” denoting that the customer did not subscribe.

**Performance Metric Used:**

The performance metric used for this case study is AUC ROC score also known as AUROC (Area Under the Receiver Operating Characteristics).