

Bank Marketing (Campaign)

- I have done final project individually
- Name : Mohammad Aminian
- Email: aminanmuhamad24@gmail.com
- Country : Iran
- College/Company : Tehran Kharazmi University
- Specialization : Data Science

Problem description

ABC Bank wants to sell its term deposit product to customers and before launching the product they want to develop a model which help them in understanding whether a particular customer will buy their product or not (based on customer's past interaction with bank or other Financial Institution).

Business understanding

ABC Bank wants to get clear understanding of its customers and predict customers response

By analyzing their features.find the customers who are more likely to subscribe to term deposits.

Project lifecycle

- 1) Business Understanding
- 2) Data Acquisition
- 3) Data Cleaning
- 4) EDA Performed on Data
- 5) EDA presentation for business users
- 6) Model Building
- 7) Final Report and Code

Data Intake report

Bank-additional-full.csv

Total number of observations	41188
Total number of files	1
Total number of features	21
Base format of the file	csv
Size of the data	4.7MB