

1-Team members details :

Group name: Scientists

Members

Name	Email	Country	College/Company
Aly Ahmed Refaat	alyahmed1947@gmail.com	Egypt	Fresh computer engineering graduate, Cairo university
Mazen Hawwa	xotofloyt@gmail.com	United Arab Emirates	Self Employed - IT
Mohammed Wahba	mohammedwahba9@gmail.com	Saudi Arabia	computer science
Betty Wairegi	wairreb@gmail.com	Kenya	USIU student, IT

Specialization: Data science

2-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 , the model will predict whether the customer will buy the product or not based on customer's past interaction with bank or other Financial Institution.

3-Business understanding:

ABC bank launched a marketing campaign based on phone calls in order to access if the product (bank term deposit) would be ('yes') or not ('no') subscribed, so ABC needs a ML model to recommend the more likely customers to subscribe in this service in order to save money and time and contact only the ML model recommended customers.

4- Project lifecycle:

Task Name	Start Date	End Date
Problem description Business understanding	1/11/2021	7/11/2021
Data understanding	1/11/2021	7/11/2021
Data preparation	8/11/2021	14/11/2021
Exploratory data analysis	15/11/2021	21/11/2021
Presentation preparation to be presented to non technical persons	22/11/2021	28/11/2021
Model selection Model deployment	29/11/2021	5/12/2021