Team Member Details

Team name: Team Muadh

Member count: 1

- Name: Muadh Faizan
- Email: muadhfaizan@gmail.com
- Country: United Arab Emirates
- Company: Global Management Consultants
- Specialisation: Data Science

Problem Description

The project chosen to be done is the Bank marketing project, which is regarding a term deposit product of a Portuguese bank. The bank wants to sell a term deposit product to its customers, but want to know which of their customers will be more likely to buy it, based on the past interactions with the bank. A classification problem is at hand, where the dataset contains information of several customers who were already informed about the term deposit, such as their age, gender, and other information pertaining to their bank accounts and loans. Whether the customer had bought the product or not, is also given for each customer.

The aim of the project is to analyse the dataset and come up with a classification model which would be able to predict if a customer would buy the product or not.

Business Understanding

The reason for this project is that by understanding which customers are more likely to buy the product, the bank can allocate their time and effort in marketing the product only to those who are more likely to buy, according to the classification model that we will build. The customers who would be less likely to buy the product will not be targeted, which would save money and resources of the bank.

Project Lifecycle

The project is a 4-week project. The weeks will be divided as follows:
- Week 1: Understand the project and the dataset
- Week 2: Perform exploratory data analysis and understand the data variables
- Week 3: Create the classification model after any preprocessing and test the model.
- Week 4: Create the final presentation.

Data Intake Report

Name: bank-full.csv
Report date: 01-Aug-2021
Internship Batch: LISUM01
Version:<1.0>
Data intake by: Muadh Faizan
Data intake reviewer: Muadh Faizan
Data storage location: https://archive.ics.uci.edu/ml/machine-learning-databases/00222/

Tabular data details:

Total number of observations	45211
Total number of files	1
Total number of features	17
Base format of the file	.csv
Size of the data	4.503 MB