**Team Member Details**

Team name: Team Muadh

Member count: 1

* Name: Muadh Faizan
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* 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 |