Team Detail
Group: XYZ Division

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Problem Description

Understand the data to perform next analysis. Identify the problem in the data

Data Understanding

Data type for each columns:

Column	Type data
age	int64
job	object
marital	object
education	object
default	object
housing	object
loan	object
contact	object
month	object
day_of_week	object
duration	int64
campaign	int64
pdays	int64
previous	int64
poutcome	object
emp.var.rate	float64
cons.price.idx	float64
cons.conf.idx	float64
euribor3m	float64

nr.employed	float64
y	object

The data problem summary:

1. Data doesn't have missing values.

2. Create new features to get datetime.

3. Drop the unused columns.

4. Delete the outliers for certain columns

5. Encode the categorical data to numerical.

Detailed approaches provided in the ipynb files.

Github Repo Link

https://github.com/MuhammadNurilHuda/Bank-Marketing-Campaign