

## **Team Detail**

Group: XYZ Division

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Data Science

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## **Problem Description**

Do EDA and make recommendation

## **Github Repo Link**

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

## **EDA Performed**

Make Histogram and boxplot for all numerical columns. Make barplot to see count of unique values for all non-numerical columns. Encoding the data, One-Hot-Encoder for all columns, except 'y' as a target using label encoder (value replacement) because it has order. See the descriptive statistics. Make heatmap correlation matrix. See the mean for each month.

## **Final Recommendation**

The data preprocessing like outlier handling, encoding, data transformation, are already applied in the notebook file. Imbalance handling using SMOTE will be applied to increase 'yes' value for target variable.