Team Detail
Group: XYZ Division

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Problem Description

ABC Bank aims to sell deposit products to customers efficiently by identifying potential buyers. To achieve this goal, they aim to develop a machine learning model that predicts whether customers will purchase deposits based on past interactions with banks or other financial institutions. By utilizing this model, Bank ABC can focus its marketing efforts on customers who have a higher likelihood of purchasing the product, thereby saving resources and optimizing their marketing strategy.

Business Understanding

In this case Bank ABC wants to:

- Identify potential customers who are more likely to purchase their term deposit product.
- Optimize marketing efforts by targeting specific customer segments with higher chances of conversion.
- Develop a machine learning model to automate the process of customer segmentation and prediction.

Project Lifecycle

- Week 1 (Due 19 Mar):
    - Understand the problem
    - Gather the Dataset
    - Make Github Repository and Documentation
- Week 2 (Due 26 Mar)
    - Data understanding
    - Determine the problems in the data (null values, outliers, distributions, duplicate, etc)

- o   Plan the approach to handle.
- Week 3 (Due 2 Apr)
  - o   Apply data preprocessing.
- Week 4 (Due 9 Apr)
  - o   Perform EDA
  - o   Final recommendation
- Week 5 (Due 16 Apr)
  - o   EDA presentation for business users (last slide should contain recommended models for tech users)
  - o   Determine the model used
- Week 6 (Due 23 Apr)
  - o   Model selection (explore other models)
- Week 7 (Due 30 Apr)
  - o   PowerPoint presentation