Group Name: LatinosDS

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Problem Statement:

ABC Bank wants to sell it's term deposit product to customers and before launching the product they want to develop a model which help them in understanding whether a particular customer will buy their product or not (based on customer's past interaction with bank or other Financial Institution).

Why ML Model: Bank wants to use ML model to shortlist customer whose chances of buying the product is more so that their marketing channel (tele marketing, SMS/email marketing etc) can focus only to those customers whose chances of buying the product is more.

Business understanding:

Please check the PDF file "Business Understanding" in the folder "1- Business and Data Understanding" of the repo.

Project lifecycle along with deadline

Please check the PDF file "Project Lifecycle" in the folder "1- Business and Data Understanding" of the repo.

Data Intake report

Please check the PDF file "Data Intake Report Group Project" in the folder "1- Business and Data Understanding" of the repo.

Github Repo link: https://github.com/Naquiao/Bank-Marketing-Campaign