

Group Name: LatinosDS

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Problem Statement:

ABC Bank wants to sell its term deposit product to customers and before launching the product they want to develop a model which helps 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.

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

EDA performed on the data:

Please check the EDA notebook, for all the details :

<https://github.com/Naquiao/Bank-Marketing-Campaign/blob/main/2-%20EDA/EDA.ipynb>

Final Recommendation:

- We will remove default since the missing percentage is very high. Imputing 20% of the values in this section at random would create a lot of bias since we are going to be assigning labels ('and' [both positive and negative]) to positive default values (people who have default). And in reality, it is information that we do not have or are not certain about (the number of people with positive default according to this dataset is 3 people ...).
- Following the same approach just mentioned, we will try to avoid any type of bias so we will eliminate the rest of the missing parts, even though they are not in large quantities.