Week #7 Deliverables PDF Document

Team member's details:

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Problem description

- 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).

Business understanding

Objective

To share insights from multiple datasets to develop a model that can help in selling term deposit product.

The analysis involves:

- Bank information understanding

- Data type understanding (whether boolean, string or integer)

- Looking for any problems in the data and coming up with possible solutions

- Eliminating any null values, checking for any skewness or outliers

- What is the data structure in rows and columns?

- Raising questions and hypothesis- including charts to understand the data

- Creating a Exploratory Data Analysis Report to understand and analyze data to create possible recommendations and solutions off charts created

- What model to develop to help understand the particular customer that will buy the term deposit product or not?

Project lifecycle along with deadline- Approximate Dates*

Deliverables Week 7- 7/19/24

Deliverables Week 8- 7/26/24

Deliverables Week 9- 8/3/24

Deliverables Week 10- 8/10/24

Deliverables Week 11- 8/17/24

Deliverables Week 12- 8/25/24

<u>**Data Intake report**</u>

Name: Bank Marketing Data Intake Report for Final Project
Report date: 07/11/2024
Internship Batch: LISUM34
Version: N/A
Data intake reviewer: Nazri
Data storage location:
https://archive.ics.uci.edu/static/public/222/bank+marketing.zip

Tabular data details: bank-full.csv
Total number of observations: 45,212 rows
Total number of files: 1
Total number of features: 16 features / 1 label- number of columns
Base format of the file: .csv
Size of the data: 4.6 MB

Tabular data details: bank.csv
Total number of observations: 4522 rows
Total number of files: 1
Total number of features: 16 features / 1 label- number of columns
Base format of the file: .csv
Size of the data: 461 KB

Github Repo link

[Data-Science-Intern-at-Data-Glacier/Week7 Project- Bank Marketing Campaign at main · NazriJasmal/Data-Science-Intern-at-Data-Glacier (github.com)](#)