Week #7 Deliverables PDF Document

Team member's details:

Group Name: Shiny Star Data Specialists

Carmelo R. Casiraro, USA, Farmingdale State University, Data Analyst

Fenil Mavani, UK, University of West London, Data Science

Nazri, London, UK, University of Greenwich, Data Science

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

Data Intake report

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)](#)