**Bank Marketing Dataset**

**Data Dictionary**

|  |  |  |
| --- | --- | --- |
| Variable | Definition | Key |
| age | age of the customer. |  |
| age group | what age group does the customer lie |  |
| eligible | if the customer is eligible for the talk or not. |  |
| job | what does the customer do? |  |
| salary | salary of the customer |  |
| marital | married or not? |  |
| education | level of education completed |  |
| marital-education | married or not- education. |  |
| targeted | if the customer or being targeted or not | yes or no |
| default | if the customer in default list or not | yes or no |
| balance | remaining balance in their accounts | numerical |
| housing | housing | yes or no |
| loan | has prior loan or not | yes or no |
| contact | source of this information |  |
| day | today's date |  |
| month | month |  |
| duration | number of days | numerical |
| campaign | marketing campaign |  |
| pdays | number of days that passed by after the client was last contacted |  |
| previous | previous response |  |
| poutcome | outcome of the previous marketing campaign |  |
| y | Yes or no |  |
| response | response of the actor |  |

**Objective**

Try to build a classification model that predicts if the customer will buy the product or not.

**Main Questions**

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**Preliminary Work**

- Cleaning and ordering of data

- Exploratory analysis

- Univariate Analysis

- Bivariate Analysis

- Multivariate Analysis

- Visualization

**Machine Learning**

- Classification Model