

# Data Science Internship- Data Glacier

## Data Science Project: Bank Marketing Campaign

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**Specialization:** Data Science

### 1. Problem Description

ABC Bank wants to sell its 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).

### 2. Business Understanding

In the Business Understanding phase, we basically aim to:

- Determine Business Objectives: In our case, the fact that ABC Bank wants to sell its deposit product to customers.
- Assess Situations: In our case, better understanding of the customers intentions.
- Determine Data Science Goal: In our case, the goal is a binary classification. Do, the customers plan to buy the product or not?
- Produce Project Plan: In our case, the use of a machine learning model that will aid in shortlisting customers, who have higher chances of buying the product is going to save resources and time as well.

### 3. Project Lifecycle along with Deadlines

The project lifecycle of the bank marketing campaign consists of:

- Understanding the business problem (Week 7 of virtual internship)
- Data understanding (Week 8 of virtual internship)
- Data cleansing and transformation (Week 9 of virtual internship)
- Exploratory Data Analysis (EDA) (Week 10 of virtual internship)

- EDA presentation (Week 11 of virtual internship)
- Model selection and model building (Week 12 of virtual internship)
- Propose solution and model deployment (Week 13 of virtual internship)