

Week 10: Deliverables

Individual Project:

I have done this project individually

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- **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).

The main reason for doing some Exploratory Data Analysis (EDA) is as follows:

- It is used to ease the burden when doing some machine learning tasks. Machine learning tasks typically start with a comprehensive exploration of the datasets.

➤ Its helps ML practitioners to gain a deeper understanding of the properties of the data (schema, statistical properties, and so on), the quality of the data (missing values, inconsistent data types, and so on) and the predictive power of the data(for example, the correlation of features with the target).

We can accomplish the task of performing some descriptive analysis which provides an understanding of the characteristics of the dataset and performing some visualizations which presents data in a pictorial or graphical format.

I'm going to perform some Exploratory Data Analysis(EDA) using the "bank-additional-full.csv" dataset.

Github Repo link: <https://github.com/Nkululeko353/Week-10-Deliverables>