EDA Presentation and Proposed Modeling Technique

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Github Repo Link: Bank Marketing Campaign Repo

Team Details:

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Problem Description:

ABC Bank wants to predict whether customers will buy their term deposit product based on past interactions. This prediction will help them target marketing efforts more effectively and save resources.

EDA Presentation for Business Users:

1. **Understanding the Data:** Exploring demographics, financial details, and campaign metrics of customers.

2. **Identifying Trends:** Highlighting factors that influence customer decisions.

3. **Key Insights:** Revealing patterns and correlations in customer behavior.

4. **Recommendations:** Proposing strategies for targeting potential customers effectively.

Recommended Models:

Models I recommend:

- Logistic Regression: Simple and interpretable, suitable for understanding factors influencing customer decisions.

- Random Forest: Handles non-linear relationships well, effective for capturing complex patterns in customer behavior.

- Gradient Boosting: Boosts model performance by combining multiple weak learners, providing high predictive accuracy.

Conclusion:

Our analysis of the bank marketing data helps ABC Bank understand which customers are more likely to buy their term deposit product. I have suggested models like Logistic Regression and Random Forest to predict customer behavior accurately.