

Bank Marketing (Campaign)4

week10

Team member's details :

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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 helps 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).

Github Repo link: <https://github.com/Panch2/Bank-Marketing-Campaign-.git>

Exploratory Data Analysis (EDA):

- **Data Quality Assessment:** We conducted an initial assessment to identify any data issues. This included checking for missing values, outliers, and skewed distributions.
- **Data Preprocessing Steps:** We began preprocessing the data to address these issues. This involved handling missing values, encoding categorical variables, and potentially addressing outliers.

Final Recommendation:

1. **Choose the Right Model:** Try different methods like Logistic Regression, Random Forest, and Gradient Boosting to see which one predicts customer subscriptions best.
2. **Understand What Matters:** Figure out which factors (like age, job, etc.) influence customer decisions the most.
3. **Handle Imbalanced Data:** If there are too many "no" responses compared to "yes" responses, balance it out so the model works better.
4. **Make the Model Easy to Use:** Make sure the model is easy to understand, so everyone can see how it works and trust the results.
5. **Connect with Business Goals:** Show how the model helps ABC Bank reach its goals, like getting more customers to sign up for term deposits.
6. **Keep Improving:** Check how well the model is doing regularly and update it if needed to keep getting good results.

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