**Summarize the Understanding of How this project can help the business in achieving the strategic goals:**

The aim of the project was to predict which customer will make a transaction in future based upon the anonymous variables given.

Now if we see the variable names they does not give us any meaningful information. They might also be the product names which a cutomer might bought.

We have used lightGBM Model to find the customer who will make a transaction in future with 89% accuracy.

Also we have identified some important variable which will help the Bank.So the bank has to focus on these important variable/Products for which 10% of the customer in the train dataset made a transaction.

So that it can make other 90% customer to make a transaction as well who are not making any transaction as per the current scene.

Some of those importand variable are given below in the fig.

