Data Science Final Project :

Bank Marketing Campain prediction Using Machine Learning

Data Science Final Project :Week7

Plan:

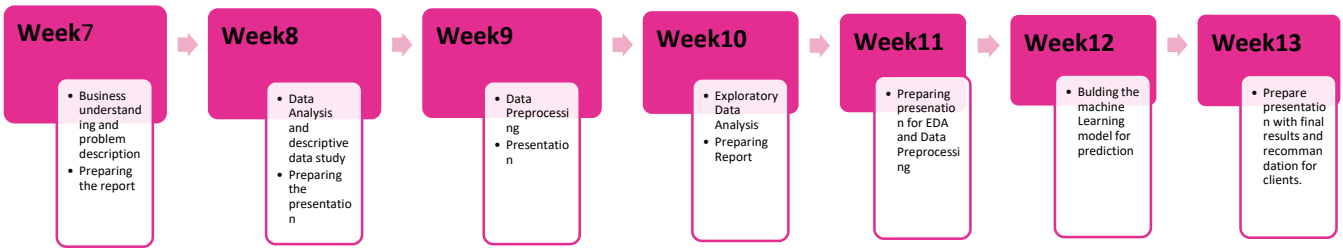
- *Project details*
- *Project Process*
- *Business Understanding*
- *Data Intake Report*

Project Informations:

Team Members Informations	**Name of Group** : **Data Scientist Geeks**
	Member 1:***Refka Mejri*** - Tunisia/National Engineering School of Tunis
	Member 2 :***Tasnime Hamdeni*** - Tunisia/National Engineering School of Tunis

Project Roadmap and Process:

This process is prepared according to the needs of the company and the submission of each week.



Problem Understanding and Business Need of the Company:

ABC Bank wants to sell it's 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 and other financial Institution)

In order to achieve their goal and need they demand to Data Glacier Company to help them with a AI model for prediction.

The Data Glacier company give us as a data scientist team this mission.
We will develop a Ml Model to shortlist customer whose chances of buying the product is more so that their marketing channel can focus only on those customers whose chances of buying the product is more.

Data Intake Report :

Name: LISUMU04
Report date: Novembre,2021>
Internship Batch:LISUM04
Version:1.0
Data intake by:Refka Mejri
Data intake reviewer:<>
Data storage location: https://github.com/RefkaaMejri/refka

Dataset details :

The datasets is composed of four variants of datasets :

Bank_additional_full_data details:

Total number of observations	41188
Total number of files	1
Total number of features	21
Base format of the file	.csv
Size of the data	6.6 MB

Bank_full_data details:

Total number of observations	45211
Total number of files	1
Total number of features	17
Base format of the file	.csv
Size of the data	5.9 MB

Bank_data details:

Total number of observations	4521
Total number of files	1
Total number of features	17
Base format of the file	.csv
Size of the data	600.6 KB

Bank_additional_data details:

Total number of observations	4119
Total number of files	1
Total number of features	21
Base format of the file	.csv
Size of the data	675.9 KB