

Week 7 Deliverables

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Specialization: Data Science

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).

Business Understanding:

After the development of the ML model we can make a prediction about whether a customer will purchase a product or not. This will assist the business to focus their marketing campaign to potential customers. This will help the business to narrow their scope, cost and efforts during marketing

Project Timeline:

- Week 7 (deadline 19 september 2023): Create github repo and create data intake report
- Week 8 (deadline 26 september 2023): Understand the data and preprocess the data
- Week 9 (deadline 2 October 2023): Data cleansing and transformation like: NA and outlier handling
- Week 10 (deadline 9 October 2023): Perform EDA
- Week 11 (deadline 16 October 2023): EDA presentation for business users
- Week 12 (deadline 23 October 2023): Construct model and choose the best one
- Week 13 (deadline 30 October 2023): select that solution which is best and is per the requirement.

