

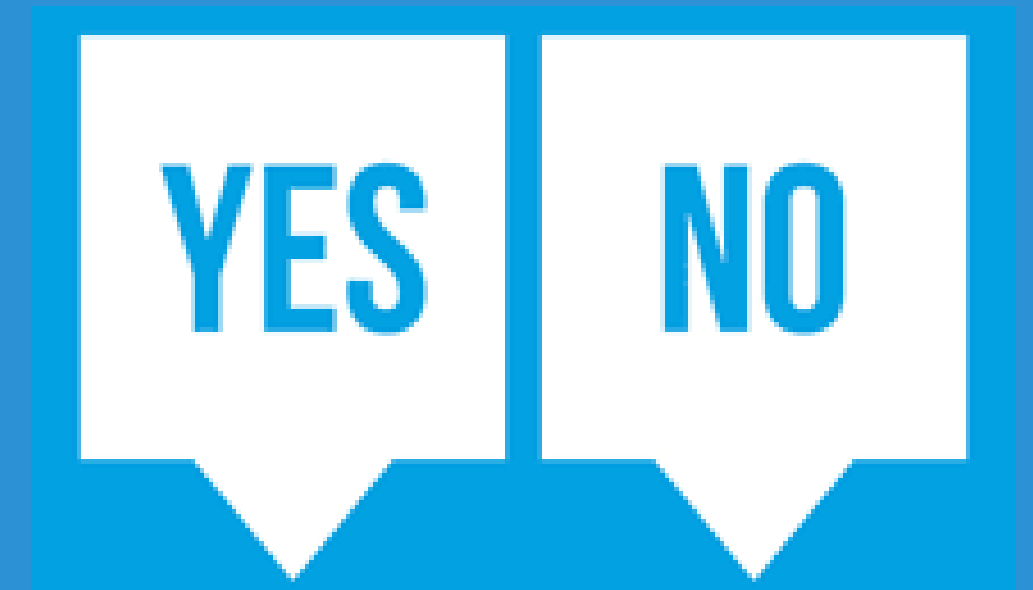
Bank Marketing

Machine Learning Project



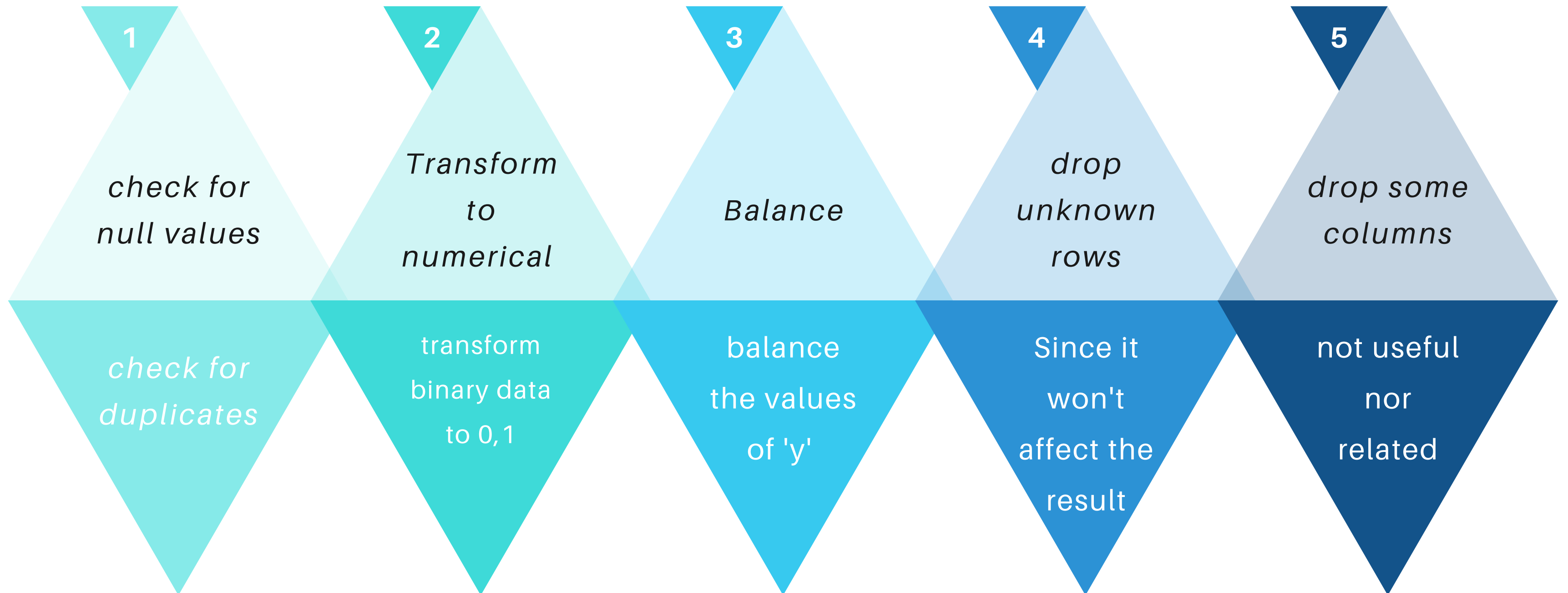
papered by:
Sarah Ali Bajaba
Arwa Alqahaiz

Introduction



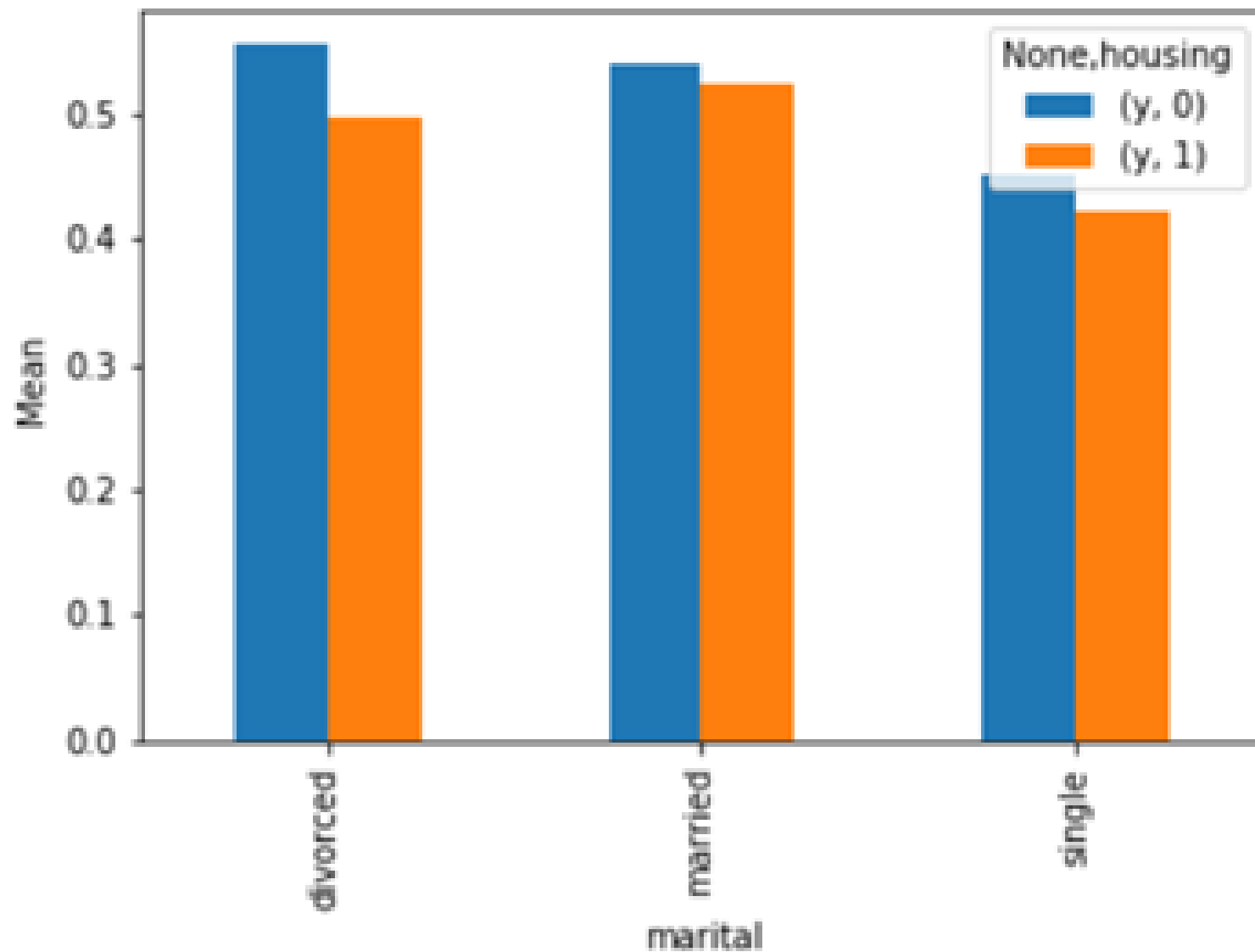
Predict if the client will subscribe a term deposit after a marketing campaigns of a Portuguese banking institution.

Data Preprocessing

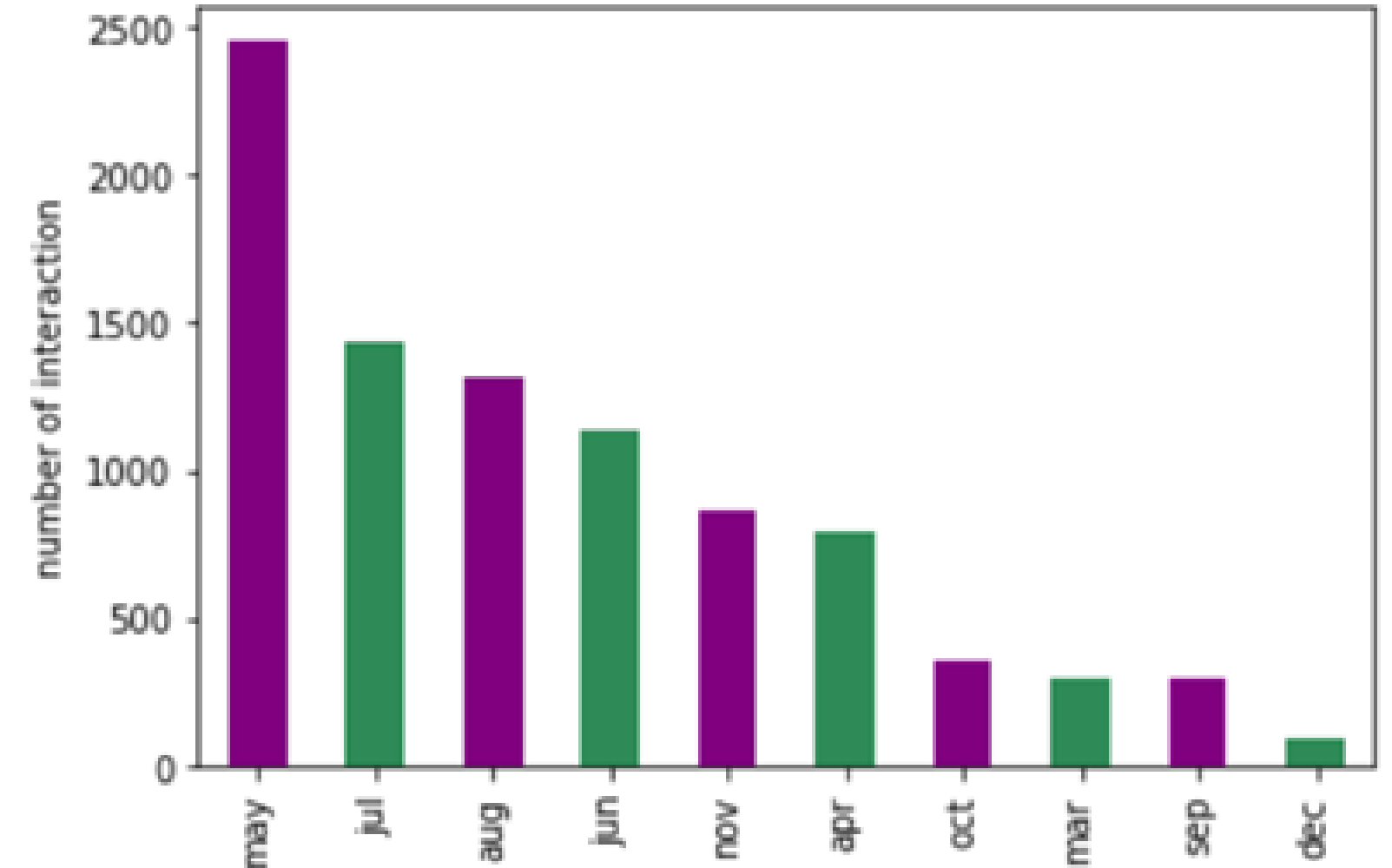


Questions to better understand the data

is the 'Marital' and 'Housing' columns associated to if the client will subscribe a term deposit ?

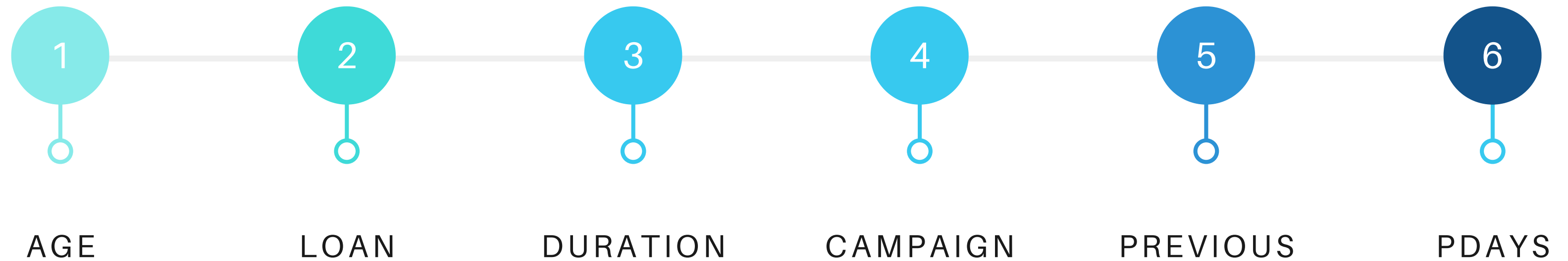


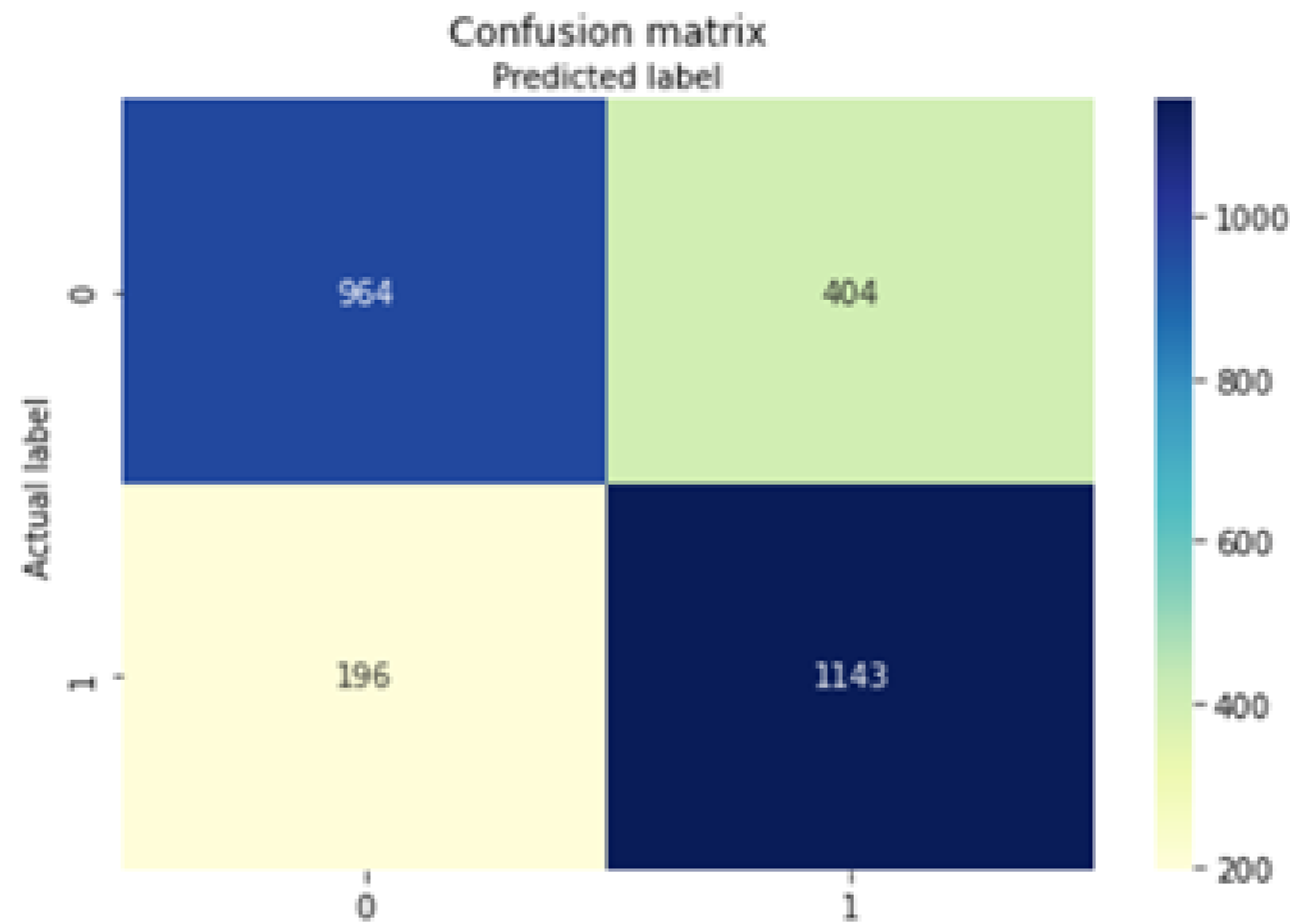
the Most month that has interactions in the data ?



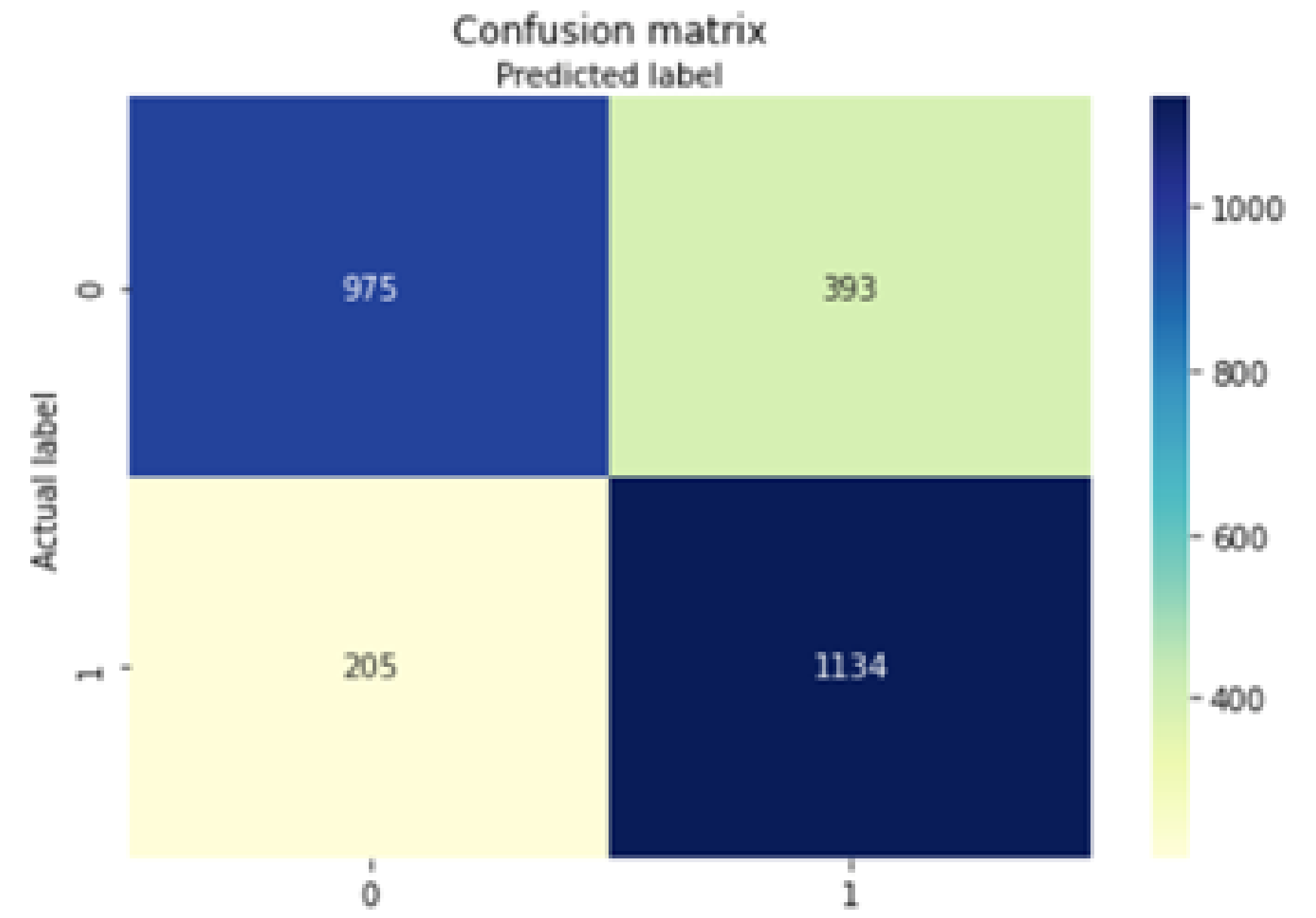
Methodology

the initial parameters of the model





Accuracy : 0.779

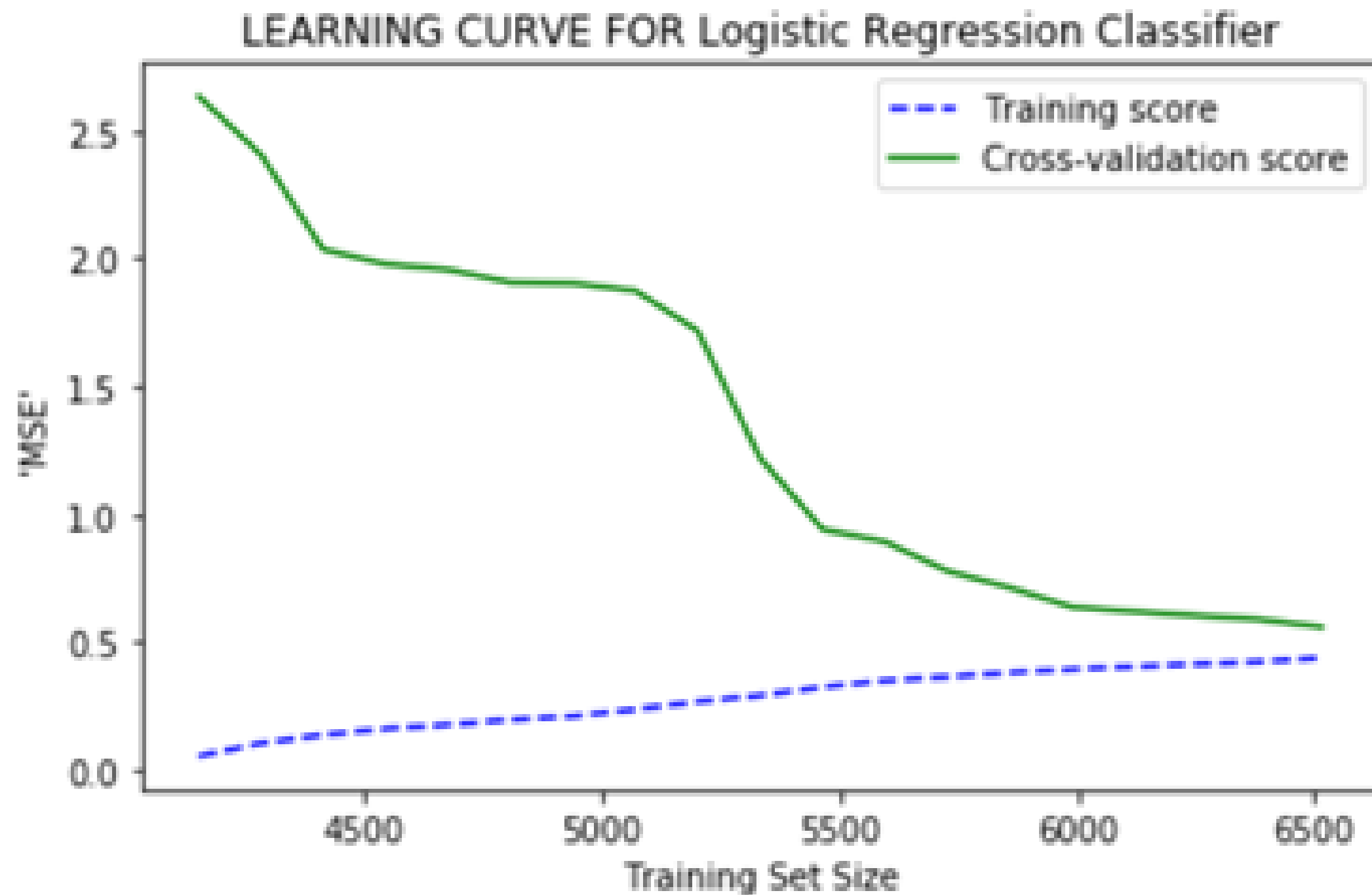


Accuracy : 0.780

visualization of error

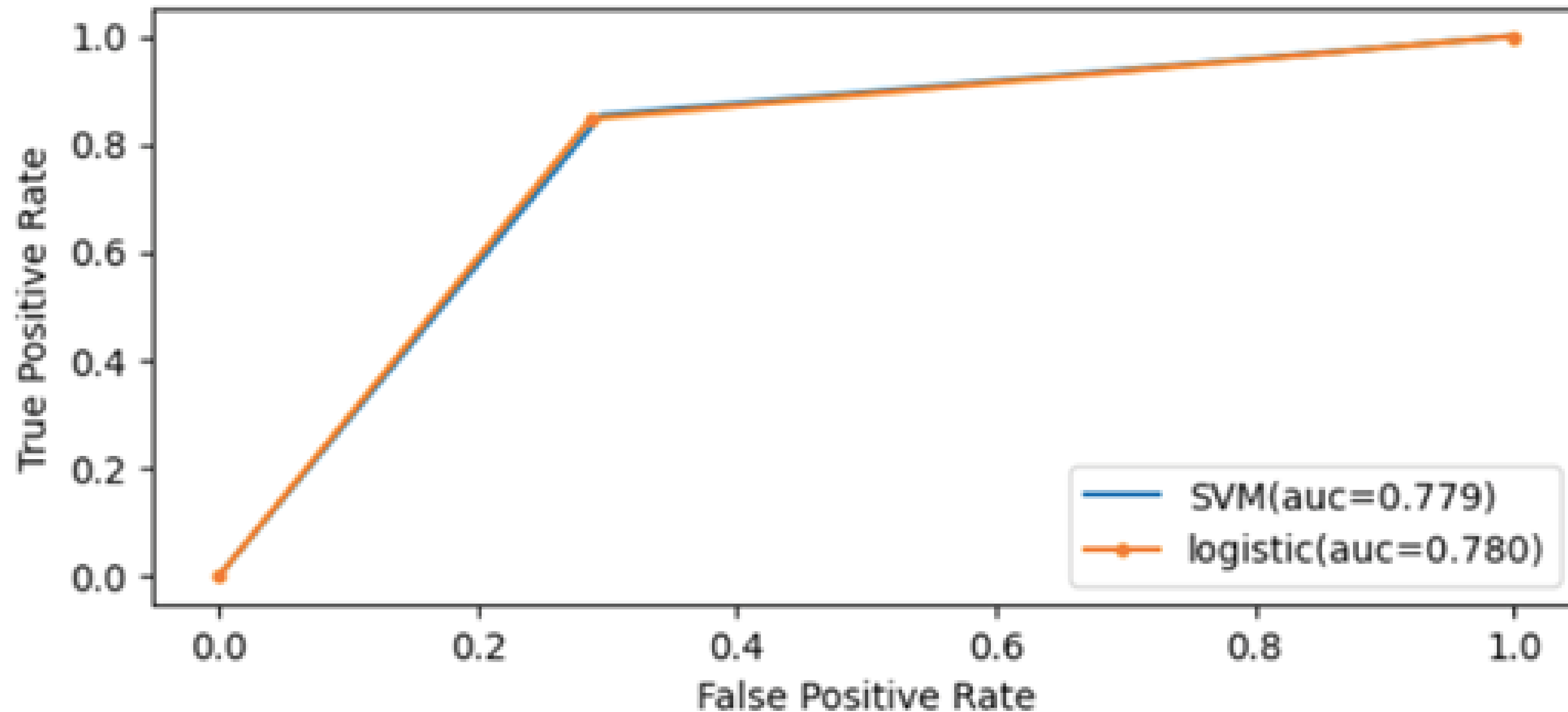
learning curve

Logistic Regression



Which technique is better ?

Receiver Operating Characteristic



conclusion