Project Proposal

Introduction:
Predicting if a new customer of the bank will accept the deposit offer. For financial institutions to improve their future marketing campaigns, they need to find ways that can lead them to apply the best strategies. By analyzing the "Bank Marketing Dataset", banks will be able to get useful insights in which they can use to answer the project main question and so improve their marketing campaigns in the future.

Question/need:
In this project, I will use the available data in the dataset in order to predict whether the new customers will accept the deposit offer from the bank?

Data Description:
The "Bank Marketing Dataset" is retrieved from:
https://www.kaggle.com/janiobachmann/bank-marketing-dataset/version/1
Dataset contains 11.2k records with 10 features as the following:

Age	Customer's age 'numeric'
Job	Job type 'categorical'
Marital	Marital status 'categorical'
Education	Level of education 'categorical'
Default	Has credit in default? 'categorical'
Balance	Bank balance 'numeric'
Housing	Has housing loan? 'categorical'
Loan	Has personal loan? 'categorical'
Contact	Communication type 'categorical'
Day	Last contact day of the week 'numeric'

Tools:
Numpy
Pandas
Matplotlib
Seaborn
Sklearn

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