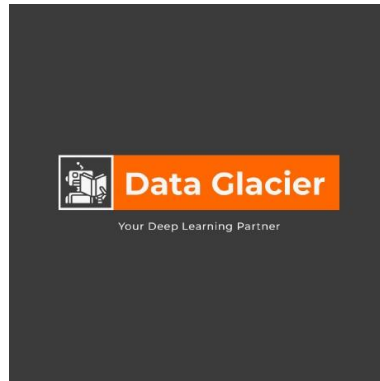


DATA SCIENCE INTERNSHIP - DATA GLACIER

Project: Bank Marketing (Campaign) -- Group Project



Group Name: **Datazoids**

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Specialization : **Data Science**

Week 7 - Introduction to Group Project

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:

Bank wants to use the ML model to shortlist customers whose chances of buying the product is more so that their marketing channel (telemarketing, SMS/email marketing etc) can focus only on those customers whose chances of buying the product is more.

This will save resources and their time (which is directly involved in the cost (resource billing)).

The data is related to direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be ('yes') or not ('no') subscribed.

The classification goal is to predict if the client will subscribe (yes/no) to a term deposit (variable y).

Project life cycle along with deadline:

Weeks	Deadline	Plan
Week 07	Jul 19, 2022	Problem statement and Introduction
Week 08	Jul 26, 2022	Data preprocessing
Week 09	Aug 2, 2022	Feature Extraction
Week 10	Aug 9, 2022	Building the Model
Week 11	Aug 16, 2022	Model Result Evaluation
Week 12	Aug 23, 2022	Flask Development + Heroku
Week 13	Aug 30, 2022	Final Report - Code Presentation