

Project Report: Term Deposit Subscription Prediction

Overview:

- **Goal:** Predict customer subscription to a term deposit.
- **Dataset:** <https://www.kaggle.com/datasets/janiobachmann/bank-marketing-dataset>
- **Workflow:** Reproducible ML pipeline to train and evaluate models.

Key Findings:

- **Class Imbalance:** Must be handled to improve model performance.
- **Logistic Regression:** Offers interpretable feature coefficients.
- **Decision Trees:** Easy to visualize and explain to stakeholders.