Group Name: Data Adventurers

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Problem description:

ABC Bank aims to optimize its marketing efforts to promote a new term deposit product by developing a predictive model. The model will analyze customer data from past interactions to forecast the likelihood of each customer subscribing to the term deposit. By accurately identifying potential buyers, the bank can focus its marketing resources on high-probability customers, enhancing efficiency and reducing costs. This project involves creating and evaluating models with and without the 'duration' feature, a critical element that will ensure practical applicability and performance.

Business understanding:

ABC Bank strategically leverages machine learning to streamline its marketing campaigns for a term deposit product. The goal of increasing conversion rates and minimizing resource expenditure is to develop a predictive model that identifies customers with a higher subscription probability. This will allow us to implement targeted marketing strategies through telemarketing and email. The bank's focus on high-potential customers will save time and resources, ultimately reducing marketing costs. Understanding and converting machine learning metrics into business terms is crucial for aligning the technical outcomes with the bank's strategic objectives.

Project lifecycle:

Week	Task
7	Business Understanding, Initial Project Planning
8	Data Understanding, Exploratory Data Analysis (EDA)
9	Exploratory Data Analysis (EDA), Data Preparation
10	Model Selection, Model Building,
11	Model Building, Performance Reporting
12	Model Deployment
13	Creating Final Presentation, Documentation, Submission

Data Intake Report: Included a separate pdf file (Data Intake Report_Bank-Marketing)

GitHub Repo link: https://bitbucket.org/shatabdi_workpace1/bank-marketing/src/main/