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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 help 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).

Data Understanding

41188 rows and 21 columns

```
 #    Column          Non-Null Count   Dtype
---   ------          --------------   -----
 0    age             41188 non-null   int64
 1    job             41188 non-null   object
 2    marital         41188 non-null   object
 3    education       41188 non-null   object
 4    default         41188 non-null   object
 5    housing         41188 non-null   object
 6    loan            41188 non-null   object
 7    contact         41188 non-null   object
 8    month           41188 non-null   object
 9    day_of_week     41188 non-null   object
 10   duration        41188 non-null   int64
 11   campaign        41188 non-null   int64
 12   pdays           41188 non-null   int64
 13   previous        41188 non-null   int64
 14   poutcome        41188 non-null   object
 15   emp.var.rate    41188 non-null   float64
 16   cons.price.idx  41188 non-null   float64
 17   cons.conf.idx   41188 non-null   float64
 18   euribor3m       41188 non-null   float64
 19   nr.employed     41188 non-null   float64
 20   y               41188 non-null   object
```

- No missing values

- Skewed variables: campaign, previous

    o Log transformation will use for skewed data

Github Repo link

https://github.com/Shinuing/Bank-Marketing-Campaign-Prediction