Data Glacier Project
Data Science: Bank Marketing
(Campaign)

Team members:

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Problem Description:

The problem at hand is that ABC Bank wants to sell its term deposit product to customers. However, before launching the product, they want to develop a model that can predict whether a particular customer is likely to buy the product based on their past interactions with the bank or other financial institutions. The goal is to assist the bank's marketing efforts by targeting customers who are more likely to purchase the product. By focusing their marketing channels, such as telemarketing, SMS, or email marketing, on these potential customers, the bank can save resources, time, and costs associated with marketing to customers who are less likely to subscribe to the term deposit.

GitHub Repo link:

https://github.com/ShivaRamezani/Capstone/tree/shiva/week9

Date:

07/02/2023

Cleansing and transformation:

Steps taken:
-Checking for NULL value: No Null value was found
-Distribution visualization
-Finding correlation between variables
-Detecting for outliers and removing the outliers using OLS regression.
-Handling the 'unknown' and 'nonexistent' values
-Balancing the dataset
-LabelEncoding the dataset