



Abstract

The problem that this bank was facing is the lack of long-term clients, and therefore the lack of profits, and we solved it through marketing campaigns for offers, targeting the groups most in need of loans and offering them the best offers.

The data in this project studies the bank's clients and they are classified according to several characteristics, including ages, education, and loans of all kinds ... and these data contained the information of 41,188 clients, using clustering model, we divided them into four clusters.

Design

Clustering clients based on traits to target them in marketing loan types.

Data

The data from Kaggle web site contains: Observation = 41188 , Feature = 11.

Algorithms

Explore data analysis – Scaled data – Modeling – Visualizing – Principle component analysis.

Tools

Python – Sklearn – Cluster – StandardScaler – Keras .

Numpy – Panads – Matplotlib – Seaborn – NLTK.

Communication

