

Bank Marketing Campaign

Understanding the Problem:

- ABC Bank wants to sell its term deposit product to customers and before launching the product.
- They want to develop a model which helps 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).
- Bank wants to use ML model to shortlist customer whose chances of buying the product is more so that their marketing channel (tele marketing, SMS/email marketing etc) can focus only on those customers whose chances of buying the product are more.

Understanding the Business:

- The bank is willing to sell term deposit product (meaning that you lock away an amount of money in the bank for an agreed length of time).
- They want to target clients who have previous interactions with the bank. This will reduce the money spent on the campaign.

Project Life Cycle:

1. Business Understanding
2. Data understanding
3. Exploratory data Analysis
4. Data Preparation
5. Model Building (Logistic Regression, ensemble, Boosting etc)
6. Model Selection
7. Performance reporting
8. Deploy the model
9. Converting ML metrics into Business metric and explaining result to business

10. Prepare presentation for non technical persons.

Timeline:

10/4-16/4: Business Understanding

- Describe the problem.
- Understand the business.

17/4-23/4: Data Understanding

- Describe the problem.
- Understand the data.
- Problems in data.
- Data Cleaning Approach.

24/4-30/4: Data Preparation

- Data Cleaning.
 - Each member should use different approach

1/5 - 7/5: EDA

- EDA and recommendation.

8/5-14/5: Prepare presentation for non technical persons.

- Presentation for business users.
- Include recommended model for technical users.

15/5-21/5: Model Building and Model Selection

- Select Model
- Explore 1 model of each family
 - Merging code of team members is allowed

22/5-28/5: Performance reporting and Deploy the model and Convert ML metrics into Business metric and explaining result to business

- As team members, discuss results and choose best approach.
- Merge code.
- Write a performance report.