WEEK 7: PROJECT DETAILS

Group Name: Thrinesh

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Specialization: Data Science

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).

Business understanding:

The process by which companies create value for customers and create solid customer relationships in order to get value from customers in return.

Marketing campaigns are identified by focusing on the customer needs and their overall satisfaction. Nevertheless, there are different attributes that decides whether a marketing campaign will be successful or not. There are certain attributes that we need to take into consideration when making a marketing campaign.

1) **Segment of the Population**: To which segment of the population is the marketing campaign going to address and why? This aspect of the marketing campaign is extremely important since it will tell to which part of the population should most likely receive the message of the marketing campaign.

2) **Distribution channel to reach the customer's place**: Implementing the most effective strategy in order to get the most out of this marketing campaign. What segment of the population should we address? Which instrument should we use to get our message out? (Ex: Telephones, Radio, TV, social media Etc.)

3) **Price:** What is the best price to offer to potential clients? (In the case of the bank's marketing campaign this is not necessary since the main interest for the bank is for potential clients to open deposit accounts in order to make the operative activities of the bank to keep on running.)

4) **Promotional Strategy:** This is the way the strategy is going to be implemented and how are potential clients going to be address. This should be the last part of the marketing campaign analysis since there has to be an in-depth analysis of previous campaigns (If possible) in order to learn from previous mistakes and to determine how to make the marketing campaign much more effective.

Project life cycle:

- Business Understanding
- Data understanding
- Exploratory data Analysis
- Data Preparation
- Model Building (Logistic Regression, ensemble, Boosting etc)
- Model Selection
- Performance reporting
- Deploy the model
- Converting ML metrics into Business metric and explaining result to business
- Prepare presentation for non-technical persons.

Data intake report:

Name: Data Science: Bank Marketing (Campaign) -- Data Science

Report date: 28.07.2021

Internship Batch: LISUM01

Version:1.0

Data intake by: Thrinesh Duvvuru

Data storage location: https://github.com/Thrinesh1200/Bank_marketing

Tabular data details:

1.bank-additional-full

Total number of observations	41188
Total number of files	1
Total number of features	21
Base format of the file	.csv
Size of the data	5.56 MB