

The Data Detectives

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Problem Description:

ABC Bank wants to predict whether a customer will subscribe to their term deposit product based on past interactions. They aim to develop a machine learning model to identify customers who are more likely to purchase the product. In other words, they want to shortlist customers whose chances of buying the product is more.

Business Understanding:

After the development of a ML predictive model, we can then make assumptions about the class of customers more likely to purchase the product. This will help the bank focus its marketing efforts on those customers during future marketing campaigns. By

narrowing the campaign scope, the bank can reduce costs, save resources, and improve profit margins.

Project Lifecycle:

- Week 7 (ddl: Apr 19): Create Github repo and finish data intake report
- Week 8 (ddl: Apr 26): Understand the data and write approaches of how to process it
- Week 9 (ddl: May 2): Perform data cleaning and transformation
- Week 10 (ddl: May 9): Perform EDA
- Week 11 (ddl: May 16): Create EDA presentation to audiences in business area
- Week 12 (ddl: May 23): Construct models and choose appropriate ones to explain predictions
- Week 13 (ddl: May 30): Select the best solution and create presentation slides