**WEEK 7: DELIVERABLES**

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COUNTRY: Kenya

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SPECIALIZATION: Data Science

**Problem Description**

ABC Bank wants to predict whether a particular customer will buy their term deposit product based on their past interactions with the bank or other financial institutions. This will allow the bank to focus its marketing efforts on customers who are more likely to purchase the product.

**Business Understanding**

The bank aims to save resources and costs by optimizing its marketing campaigns (e.g., telemarketing, email/SMS). By identifying customers with a higher likelihood of purchasing term deposits, the bank can reduce time spent on uninterested clients, improve conversion rates, and increase revenue.

**Project Lifecycle**

Business Understanding

Data Understanding

EDA

Data Preparation

Model Building

Model Selection

Performance Reporting

Deployment

**Data Intake Report**

Name: Bank Marketing Campaign

Report Date: 18TH December 2024

Internship Batch: LISUM39

Data Intake By: Vivian Kerubo Mosomi

Data Intake Reviewer: Patrick Otieno

Data Storage Location: Local Storage and GitHub

|  |  |
| --- | --- |
| Total Number of Observations | 41188 |
| Total Number of Files | 1 |
| Total Number of Features | 21 |
| Base Format of the File | CSV File |
| Size of the Data | 5.699 MB |

**GitHub Repository Link**

https://github.com/Vee2002/DataGlacier\_Internship