

## Week 11 Project Overview

Team Name: Intern\_Project

Sl.No	Name	Email	Country	Company	Specialization
1	Vijayarajan Vijaya Jothi	vijayajothi23s@gmail.com	United Kingdom	DataGlacier	DataScience

### **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 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).

### **Data Understanding:**

Data Set Information :

The data is related with direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be ('yes') or not ('no') subscribed. The classification goal is to predict if the client will subscribe (yes/no) a term deposit (variable y).

### **Exploratory Data Analysis:**

Exploratory Data Analysis:

Github Repo link

EDA presentation for business users.

### **Github Repository:**

DataStorageLocation:[https://github.com/VijayaJothi24/dataGlacier/tree/main/week\\_11](https://github.com/VijayaJothi24/dataGlacier/tree/main/week_11)

Submitted by: Vijayarajan Vijaya Jothi

Submitted to: Data Glacier

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