

## Week 7 Problem Understanding

Team Name: Intern\_Project

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


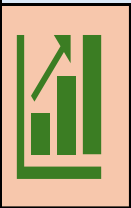


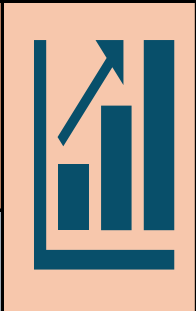

### Problem Description:

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).

### Business Understanding:

Bank wants to use ML model to shortlist customers whose chances of buying the product are 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. This will save resources and their time (which is directly involved in the cost (resource billing)). Develop model with and without duration feature and report the performance of the model. Duration feature is not recommended as this will be difficult to explain the result to business and also it will be difficult for business to campaign based on duration.

### Project Lifecycle:

Tasks	Week7	Week 8	Week 9	Week 10	Week 11	Week 12
	19-Oct	26-Oct	02-Nov	09-Nov	16-Nov	23-Nov
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: Bank Marketing – Data Science

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Report date: 19th October 2024

Internship Batch: LISUM37

Version: 1.0

Data intake by: Vijayarajan Vijaya Jothi

Data intake reviewer: Vijayarajan Vijaya Jothi

Data Storage Location:

[https://github.com/VijayaJothi24/dataGlacier/tree/main/Week7\\_Project](https://github.com/VijayaJothi24/dataGlacier/tree/main/Week7_Project)

<b>Tabular data details:</b>	
<b>Total number of observations</b>	3424
<b>Total number of files</b>	3
<b>Total number of features</b>	17
<b>Base format of the file</b>	.csv and .txt
<b>Size of the data</b>	567 KB
<b>Github Repository:</b>	
<a href="https://github.com/VijayaJothi24/dataGlacier/tree/main/Week7_Project(LISUM37: 30 August - 30 Nov 24)">Github Repository-https://github.com/VijayaJothi24/dataGlacier/tree/main/Week7_Project(LISUM37: 30 August - 30 Nov 24)</a>	
<b>Submitted by: Vijayarajan Vijaya Jothi</b>	
<b>Submitted to: Data Glacier</b>	
<b>Date: 19th October 2024</b>	