Week 10 Project Overview

		Team Name: Intern_Project			
Sl.No	**Name**	**Email**	**Country**	**Company**	**Specialization**
1	Vijayarajan Vijaya Jothi	vijayajothi23s@gmail.com	United Kingdom	DataGlacier	DataScience
2	Sophonie Sidrac	sophiesidrac@gmail.com	United States	DataGlacier	DataScience
3	Yusuf Aisha				
4	Bristy				

Problem Description:

ABC Bank wants to sell it's 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).

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:
I have performed EDA for the Bank Marketing Campaign Dataset. The Data indicates that married individuals have demonstrated a notably higher likelihood of engaging in term purchases.The bank should consider its marketing Campaign towards tertiary Graduates.The EDA IS performed and the pdf with notebook is prepared.

Github Repository:

DataStorageLocation: https://github.com/VijayaJothi24/dataGlacier/tree/main/week10

Submitted by: Vijayarajan Vijaya Jothi
Submitted to: Data Glacier
Date: 8th November 2024