Title –Prediction client Term Deposit Subscription

1. Introduction

1.1 Project Overview

This project aims to know about the segment or the attribute that caused high sales. The objective is to help in prediction the high sales of the company according to the situation.

1.2 Dataset Description

The dataset used includes using Sales, Competitors price, Income, Advertising, Population, Price, Age and Education of first 400 entries from the dataset. Initial pre-processing steps involved data cleaning, pattern analysing, studying insights and finding the right model.

2. Solution Architecture

2.1 Data Ingestion

Data was loaded using pandas. The ingestion process included handling large datasets, connecting to the large database.

2.2 Data Processing

The data processing pipeline included:

* Cleaning: Addressing missing values by fillna().
* The string values were encoded using Ordinal Encoder.
* Transformation: Feature scaling and encoding were performed using Z-score normalization.

2.3 Model selection

The models considered included Decision Tree Regressor. The final model was selected based on patterns that were made by analysing the dataset.

2.4 Evaluation Metrics

Model performance was evaluated using accuracy score, confusion matrix and classification report. These metrics were used to improve the strength or make the predicted value more accurate towards the original values.

3. Methodology

3.1 Exploratory Data Analysis (EDA)

EDA revealed that when there is increase in time of sorting the delivery time also gets increased. Visualisations such as regression plot, line plot, pairplot and box plot was used to understand the data distribution.

3.2 Modeling Process

The model was built was using Decision Tree Regressor. Training involved splitting the data by the ratio of 1:4, then 4th ratio was trained using Decision Tree Regressor and then the model was tested on 1st ratio.

4. Implementation

4.1 Code Breakdown

Key sections of the code include:

* Data loading
* Feature engineering
* Model training

4.2 Libraries and Tools

The project was implemented by using pandas, matplot, seaborn, math, numpy.

4.3 Challenges and Solution

Challenges faced included Data sorting, finding the necessary patterns, selecting the right model and improve its accuracy score. These were addressed by using pandas for data sorting, seaborn and matplot for finding the right patterns, linear regression for selecting right model and r2 score for checking its accuracy.

5. Result and Conclusion

5.1 Final Model Performance

The final model has achieved 41% of accuracy.

5.2 Business Impact

The solution provides to help in prediction the high sales of the company according to the situation.

5.3 Future Work

Future improvements could include adding new features, testing more models based on future dataset values.

6. References

Kaggle dataset, ChatGPT, stackoverflow, google search, regression documentation.