

Week 7

# Project Preparation

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## 1.1 Problem Description

The data is related to a Portuguese banking institution's direct marketing campaigns (phone calls). The classification goal is to predict if the client will subscribe to a term deposit (variable y).

## 1.2 Business Understanding

The project's main objective is to predict customer subscriptions to time deposits based on a direct marketing campaign conducted by a Portuguese banking institution via telephone. This goal translates into optimizing marketing resources, enhancing customer engagement strategies, and ultimately increasing the effectiveness of these campaigns. By leveraging historical data for a binary classification challenge, the project aims to effectively identify potential subscribers, improving campaign ROI and customer experience through targeted and informed promotion.

## 1.3 Project Lifecycle

Week	Deadline	Task
Week 7	Apr 19, 2024	Project Preparation, Data Intake Report
Week 8	Apr 26, 2024	Data Processing
Week 9	May 2, 2024	Data Processing (Advanced)
Week 10	May 9, 2024	Data Analysis, EDA
Week 11	May 16, 2024	Build Model Preparation
Week 12	May 23, 2024	Explore Different Model
Week 13	May 29, 2024	Presentation for data result & Model Evaluation, Code

## 1.4 Data Intake Report

In [GitHub Repo](#).