Bank Marketing Campaign Project

Group Name: Yomna's Group

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GitHub Link:
https://github.com/YomnaEisa/Data-Glacier-Projects-YomnaEisa/tree/main/week9

Problem description

ABC Bank plans to launch a term deposit product and seek to build a predictive model to identify potential customers likely to purchase it. By utilizing machine learning (ML) models, the bank aims to optimize its marketing efforts, targeting customers with a higher probability of buying the product. This strategy, implemented through telemarketing, SMS, and marketing channels, aims to save resources and reduce costs associated with resource billing.