

Data Intake Report

Name: Bank Marketing Campaign Final Project

Report date: 2023.1.19

Internship Batch: LISUM16

Version:<1.0>

Data intake by: Zeru Zhou

Data intake reviewer: NA

Data storage location: With the same repository as this report

Tabular data details:

Total number of observations	41188
Total number of files	1
Total number of features	20
Base format of the file	.csv
Size of the data	5.8 Mb

Note: Replicate same table with file name if you have more than one file.

Proposed Approach:

- Removed duplicates, imputed missing values, removed outliers, scaled features.
- Built machine learning pipelines with different models. Included imbalanced classes treatment, feature selection, and hyperparameter tuning during cross validation.
- No assumptions from data. I scaled the data before analysis and model implementation that required any assumptions like normality.