Team Details

Group Name: MZS
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Specialization: Data Science
Problem Data Set: Bank Marketing

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).

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

Project lifecycle along with deadline: Complete all before May.23rd