Data Science

Project Report : Bank Marketing(Campaign)

Group Name: Project Group 1

Members:

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Internship Batch: LISUM19
Data intake by: Abishek James
Data intake reviewer: Data Glacier
Data storage location: https://github.com/abishekjames/Data-Glacier-project/tree/main/Week7

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). This is an application of company's marketing data.

Business Understanding:

The goal is to build Machine Learning model that helps in predicting the outcomes of each customer's marketing campaign and analysing which features have an impact on the outcomes that will help the company to understand how to make the campaign more effective. Additionally, categorizing the customer group that subscribed to the term deposit helps to determine who is more likely to purchase the product in the future, thereby developing more targeted marketing campaigns.

This can be accomplished by using a ML model that shortlists the customers whose possibility of purchasing the product is higher. So that marketing such as telemarketing, SMS or email marketing can concentrate only on those customers. It will save time and resources by doing this.

Project Lifecycle

Deadline (Date/week)	Plan and Deliverables
19 April 2023(Week 7)	• Problem statement • Business understanding • Dataset collection
26 April 2023(Week 8)	• Data understanding • Data analysis - finding null values, outliers. • Data processing
2 May 2023(Week 9)	Data cleaning and transformation
9 May 2023(Week 10)	EDA and Model Recommendation
16 May 2023(Week 11)	EDA presentation and Proposed Modeling Technique
23 May 2023(Week 12)	Model selection and Building the model