

# Data Intake Report

Name: Data Science: Bank Marketing (Campaign)

Report date: 18-May-2023

Internship Batch: LISUM21

Version: 1.0

Data intake by: Aditi Dadariya

Data intake reviewer: Data Glacier

Data storage location: <https://github.com/aditidadariya/BankMarketingCampaign>

## Tabular data details: bank-additional-full

<b>Total number of observations</b>	41188
<b>Total number of files</b>	1
<b>Total number of features</b>	21
<b>Base format of the file</b>	bank-additional-full.csv
<b>Size of the data</b>	5.8 MB

## Proposed Approach:

- Find the missing values.
- There are categorical values available in dataset. Change it to numerical using standardization or normalization.
- Identifying the outlier if any.
- Verifying the dataset if its imbalance and then balancing it.
- Performing visualization on dataset.
- Creating machine learning models and selecting the best performed model.
- Deployment of model in Azure.