Group Name: Project on my own.
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College/Company: MSc (Data Science and Advanced Computing) from University of Reading
Specialization: Data Science
Project Name: Bank Marketing (Campaign)

Problem description: ABC Bank wants to sell its 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 dataset pertains to direct marketing campaigns conducted by a Portuguese banking institution. The bank aims to leverage a machine learning model to identify and prioritize customers with a higher likelihood of purchasing the product. This will enable the marketing channels, such as tele marketing, SMS/email marketing, to concentrate their efforts on these targeted customers.

Project lifecycle along with deadline:

Week	Task	Deadline
Week 7	Business/ Problem Understanding	Monday, 19 June 2023
Week 8	Data Understanding	Monday, 26 June 2023
Week 9	Data Cleansing and Transformation	Sunday, 2 July 2023
Week 10	EDA, Presentation and Recommendation	Sunday, 9 July 2023
Week 11	Data Modelling	Sunday, 16 July 2023
Week 12	Model Selection and Deployment	Sunday, 23 July 2023
Week 13	Final Project Report	Sunday, 30 July 2023

Data Intake report: Week7-Data Intake Report_VI.pdf

Github Repo link: https://github.com/aditidadariya/BankMarketingCampaign