Week 7: Deliverables

Team member's details :

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Problem description: Data Science:: Bank Marketing (Campaign)

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: Bank wants to use ML model to shortlist customer whose chances of buying the product is more so that their marketing channel (tele marketing, SMS/email marketing etc) can focus only to those customers whose chances of buying the product is more. This will save resource and their time (which is directly involved in the cost (resource billing)).

Project lifecycle along with deadline: The 6 steps in a standard machine learning life cycle:

1. Planning
2. Data Preparation
3. Model Engineering
4. Model Evaluation
5. Model Deployment
6. Monitoring and Maintenance

Data Intake report: In the google Drive folder

Github Repo link: https://github.com/aesmaeil2011/Final-Project-.git