

# Week 8: Deliverables

## Team member's details :

**Group Name:** Emerge

**Name:** Amira Esmaeil

**Email:** [aesmaeil2004@gmail.com](mailto:aesmaeil2004@gmail.com)

**Country:** USA

**College/Company:** University of Texas at Austin

**Specialization:** Data Science

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

ABC Bank wants to sell its term deposit product to customers and before launching the product they want to develop a model which helps 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).

## **Data understanding:**

- Bank dataset includes 45211 observations and 17 variables.
- There are 7 numeric variables which are age, balance, day, duration, campaign, pdays, and previous.
- There are 10 categorical variables which are job, marital, education, default, housing, loan, contact, month, outcome and y.

## **What type of data you have got for analysis:** Structure Data

**What are the problems in the data:** There are skewness in some features like age, balance, duration, campaign, pdays, previous.

**What approaches you are trying to apply on your data set to overcome problems like NA value, outlier etc and why?** For nan, I will impute with mean and mode. For outliers, I will use the IQR technique. For skewness, I will use the log scale.

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