Data Intake Report

Name**:** Data Science - Bank Marketing (Campaign)
Report date: 11/24/2023
Internship Batch: LISUM25
Version: 1.0
Data intake by: Amira Esmaeil
Data intake reviewer: N/A
Data storage location: https://archive.ics.uci.edu/dataset/222/bank+marketing

Data Preparation:

Tabular data details: Total number of observations	45212
Total number of files	1
Total number of features	17
Base format of the file	.csv
Data name	bank-full
Size of the data	4.5 MB

Proposed Approach:

The data is related with direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be ('yes') or not ('no') subscribed.

The classification goal is to predict if the client will subscribe (yes/no) a term deposit (variable y).