# **Week 7: Deliverables**

**Team member's details :**

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

**Specialization:** Data Science

**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>