Capstone Project Proposal

Problem Statement

The goal of the business problem is to predict if a customer is going to peruse the banking service or not. This is a binary classification problem where the response variable is 'yes' or 'no'.

Client

The client in this case will be banks who want to expand their customer base.

Data Availability

The Dataset is available at UCI Machine Learning repository at
https://archive.ics.uci.edu/ml/datasets/bank+marketing

Approach

As this is a classification problem Logistic Regression will be used as a model and based on its results parameters will be tuned to get a better accuracy and various other classification models will be used to get better predictions.

Deliverables

The Data Story notebook where features and their relations will be explained.
Data Analysis notebook where various models will be tried to get better accuracy.
Project report including all details of the project
Presentation slides