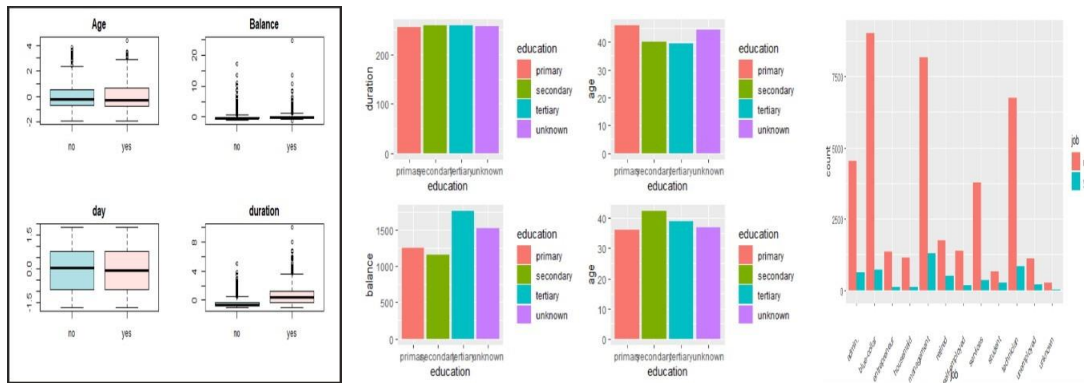
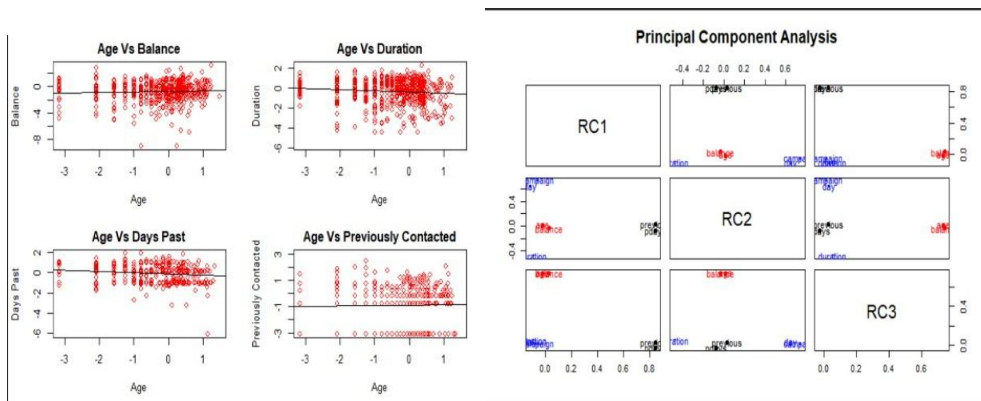


Classification goal is to predict if client will subscribe to deposit or not. EDA is as follows:



I have made Boxplot of factors vs response variable, barplots among factors to find correlation. Some of the prediction from above plots are: More duration of calls lead to better conversion rates.

After Exploratory Data Analysis, I have performed PCA to find the most important factors contributing to Class of interest.



After PCA, I have applied several models. I am showing the output of Classification Tree as well as its ROC Curve which means it was able to separate classes at a better rate

