

Module 3: Deep Dive - Functions, OOPs, Modules, Errors, and Exceptions

Case Study – 2

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Case Study – 3

Domain – Banking Marketing

focus – Optimization

Business challenge/requirement

Bank of Portugal runs a marketing campaign to offer loans to clients. The loan is offered to only clients with particular professions. A list of successful campaigns (with client data) is given in the attached dataset. You have to come up with a program that reads the file and builds a set of unique profession lists and gives input profession of the client – the system tells whether the client is eligible to be approached for a marketing campaign.

Key issues

Tele Caller can only make x number of cold calls in a day. Hence to increase her effectiveness only eligible customers should be called

Considerations

The current system does not differentiate clients based on age and profession

Data volume

447 records in bank-data.csv

Additional information

- NA

Business benefits

The company can achieve between 15% to 20% higher conversion by targeting the right clients

Approach to Solve

You have to use the fundamentals of Python taught in module 2

1. Read file bank-data.csv
2. Build a set of unique jobs
3. Read the input from the command line –profession
4. Check if the profession is on the list
5. Print whether the client is eligible

Enhancements for code

You can try these enhancements in code

1. Compute max and min age for loan eligibility based on data in CSV file
2. Store max and min age in the dictionary
3. Make the professional check case insensitive
4. Currently program ends after the check. Take the input in the **while** loop and end only if the user types "END" for the profession

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