

Bank Marketing (Campaign)

Assignment

Week 10 Assignment

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Submitted to:

Data Glacier Internship Program

Patch No.:

LISUM11

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Team Members

Track: Data Science

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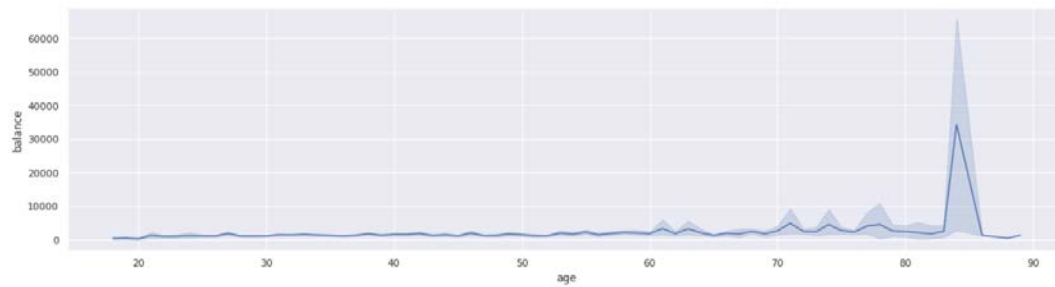
Company: AAST

Exploratory Data Analysis

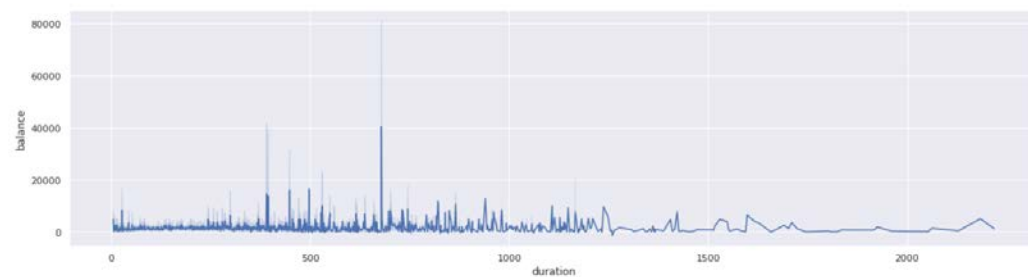
i. Correlation matrix



ii. Bank balance vs client age

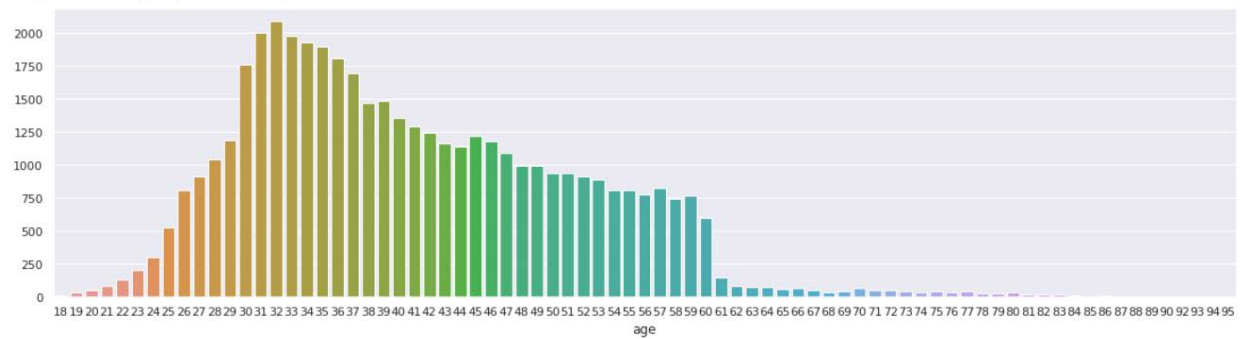


iii. Balance vs the duration

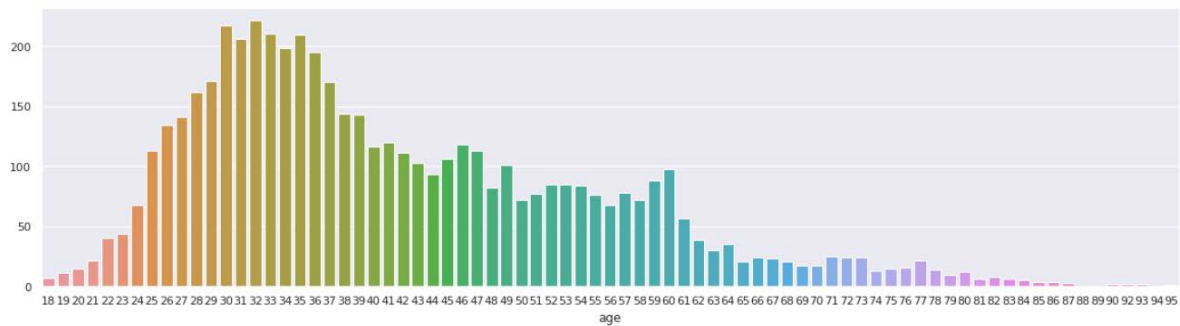


iv. Total Number of applicant vs their age

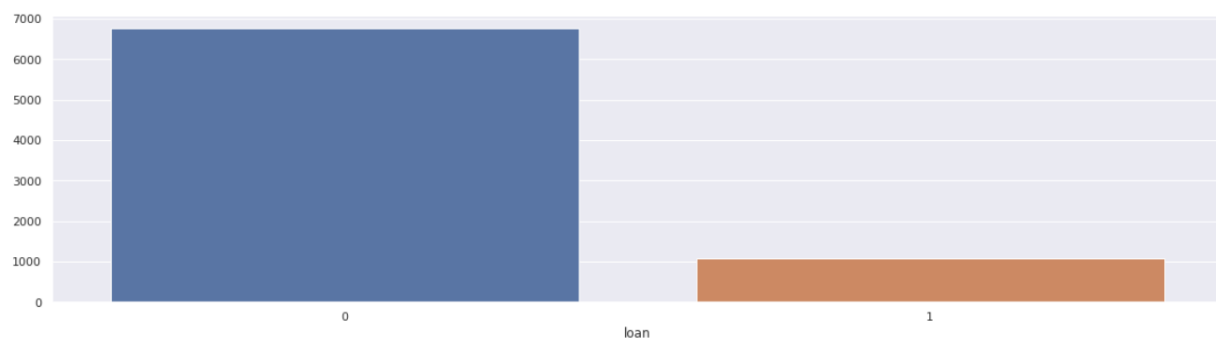
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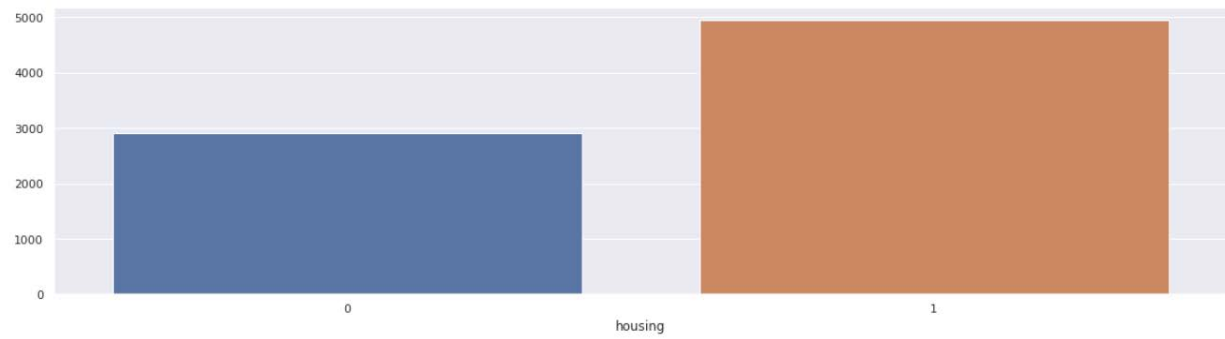
v. Accepted applicants count vs their age



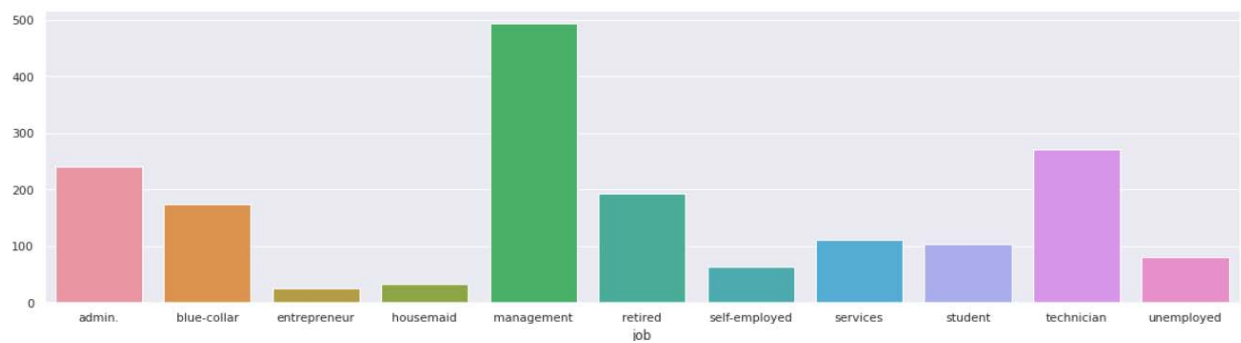
vi. Accepted/Rejected applications count vs if they had a loan



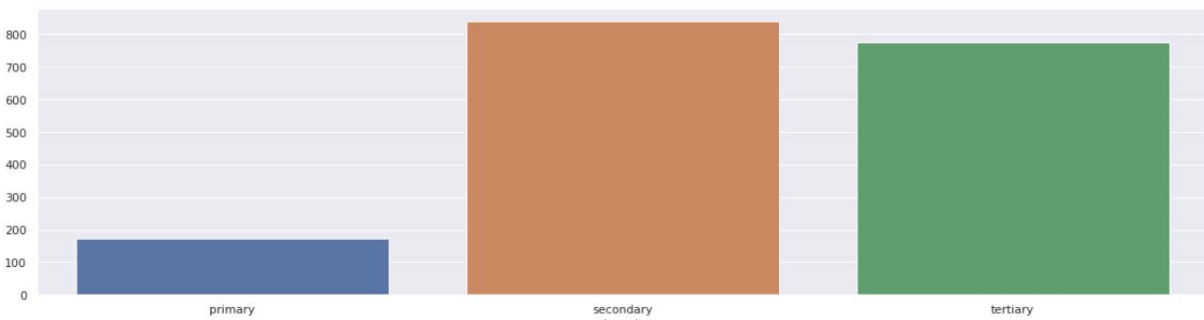
vii. Accepted/Rejected applications count vs if they had a house



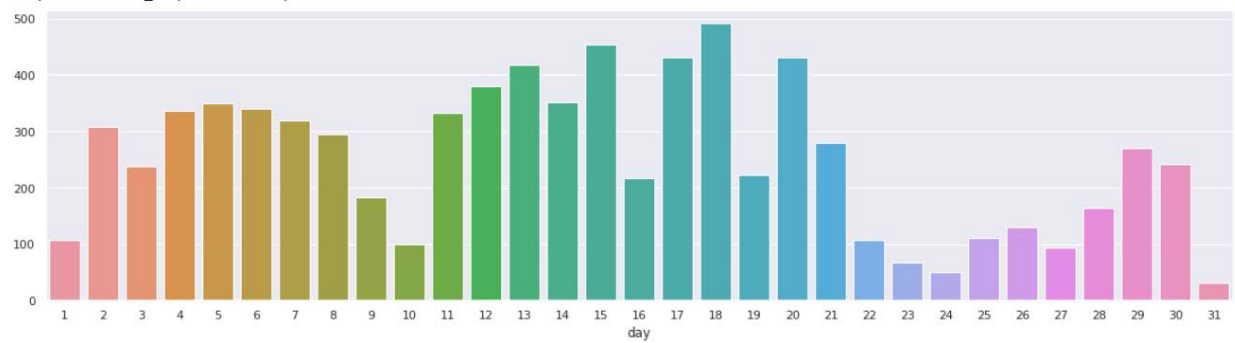
viii. Number of Accepted applications for each job



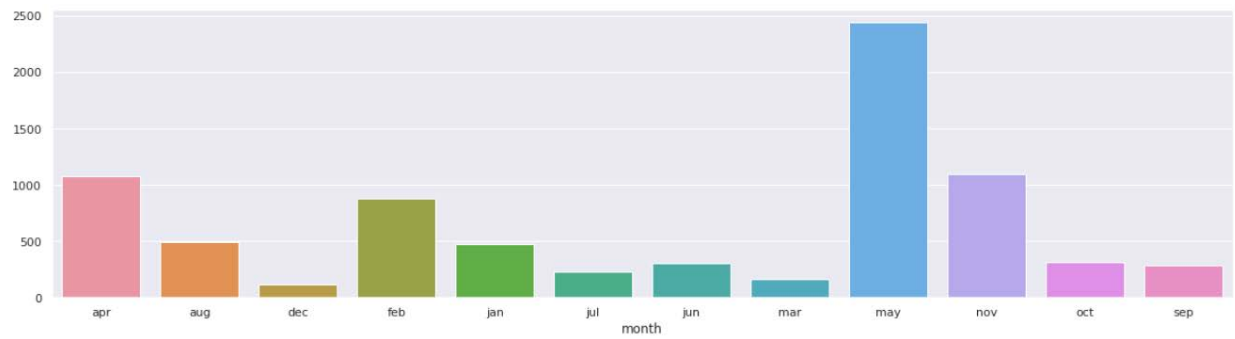
ix. Number of Accepted applications vs education



x. Number of Accepted applications vs last contact day



xi. Number of Accepted applications vs last contact Month



Recommendations

1. Outliers are not to be removed.
2. There is a direct relation between the loan and the acceptance of the application (Important feature for classification).
3. Some jobs have higher priority for acceptance (important feature for classification).
4. Some features do not have effect on the output as day and month (Not to consider).

GitHub Repository link

<https://github.com/alymedhat10/Bank-Marketing-Campaign-.git>