

Week 7 Deliverables

Group Name: Carpe-Diem group

Specialization: Data Science

**Project Name: Bank Marketing (Campaign) --
Group Project**



Team Members:

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Bank Marketing (Campaign)

Problem Statement:

ABC Bank wants to sell its 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).

Problem description:

One of the most common marketing strategy In Banking sector is direct marketing campaigns through phone calls ,it is a form of advertising that allows organizations to communicate directly with customers to offer their services based on the client's existing bank profile .Here we will consider term deposit as a banking service .

Business Goal :

To build a list of target customers who are likely to subscribe a term deposit. The more targeted our campaigns, the more successful they are likely to be.

Project Objective:

By converting this problem into a machine learning classification problem we will build a model to predict whether a client will subscribe a term deposit or not so that the banks can arrange a better management of available resources by focusing on the potential customers “predicted” by the classifier .

Technique to be used: Classification

Business Scope:

- Forecasting the profit which the term deposit product brings.

- Analyzing customers interactions with ABC bank and other financial institutions.
- Use the outcome value (y/n) to track the number of customers who would subscribe to the term deposit product in order to predict its performance in the market.
- Analyze which customers would be more likely to buy the product. (eg. Married, divorced etc.)
- Help the ABC convey how the product ties with the customer's benefits.

Business understanding:

- Portuguese Bank wants to improve marketing campaign to recommend which customer is to target by analyzing their past marketing data.
- The Motivation is by devising such prediction algorithm the bank can be a better target for its customer and better channelize its customer.
- Bank of Portugal offered its customer fixed term products such as CD's. Data was collected about each client, type of contact and outcome.
- How does Predicting term deposit tie in with its mission and vision?
- How do the visual design and marketing copy of data help convey the Marketing success of this campaign?

- The Goal can be achieved by using ML algorithm will use customer records to predict future action to reduce company's time and recourses.

Project lifecycle along with deadline:

Project lifecycle is a highfalutin way of describing the life of a project. Following are the high-level process of delivering a project and the steps to take a project and conduct a team from brief through to delivery.



1. Project Initiation:

Tasks	Deadlines
○ Have a research and understanding on Bank business.	Week 7 and 8: 19 th July 2022

<ul style="list-style-type: none"> ○ Problem statement, project goal and data variables understanding. ○ To provide business insights and solutions to issues in the data. 	26 th July 2022
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2. Project Planning:

<ul style="list-style-type: none"> ○ Prepare data acquisition and data cleaning solution. ○ Create a python file with exploratory data analysis and power point presentation of the same. ○ Find the best solution and algorithm for data. 	Week 9, 10 and 11. 2 nd August 2022 9 th August 2022 16 th August 2022
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3. Project Execution:

<ul style="list-style-type: none"> ○ Try to apply different possible algorithms ○ Test the algorithm in different categories ○ Compare algorithms based on their 	Week 12: 23 rd August 2022
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performances. ○ Choose the best possible algorithm for model.	
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4. Project Closure:

○ With best possible algorithm create a final project model. ○ Create a power point presentation for final project.	Week 13: 30 th August 2022
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Github Repo link:

“<https://github.com/amohini099/Banco-de-portugal-marketing>”