Data Intake Report

Name: Bank Marketing (Campaign) – Group Project
Report date: 17th July 2022
Internship Batch: LISUM10
Version:1.0
Data intake by: Kashish Joshipura, Mohini Kalbandhe
Data intake reviewer:
Data storage location: "https://github.com/amohini099/Banco-de-portugal-marketing"

Tabular data details:

Name	bank-full
Total number of observations	45211
Total number of files	1
Total number of features	17
Base format of the file	.csv
Size of the data	4.6 MB

Name	bank-names
Total number of observations	-
Total number of files	1
Total number of features	-
Base format of the file	.txt
Size of the data	4 KB

Name	bank
Total number of observations	4521
Total number of files	1
Total number of features	17
Base format of the file	.csv
Size of the data	461 KB

Name	bank-additional-full
Total number of observations	41188
Total number of files	1
Total number of features	21
Base format of the file	.csv
Size of the data	5.8 MB

Name	bank-additional-names
Total number of observations	-
Total number of files	1

Total number of features	-
Base format of the file	.txt
Size of the data	5 KB

Name	bank-additional
Total number of observations	4119
Total number of files	1
Total number of features	21
Base format of the file	.csv
Size of the data	584 KB

Note: Replicate same table with file name if you have more than one file.

Proposed Approach:

- Project Initiation
  - Have research and understanding on Bank business.
  - Problem statement, project goal and data variables understanding.
  - To provide business insights and solutions to issues in the data.
- Project Planning
  - 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.
- Project Execution
  - Try to apply different possible algorithms
  - Test the algorithm in different categories
  - Compare algorithms based on their performances.
  - Choose the best possible algorithm for model.
- Project Closure
  - With best possible algorithm create a final project model.
  - Create a power point presentation for final project.