

Data Intake Report

Project name: Bank Marketing (Campaign) -- Group Project

Report date: 19th July 2022

Internship Batch: LISUM10

Version: 1.0

Data intake by: Mohini Kalbandhe

Data intake reviewer:

Data storage location: <https://github.com/amohini099/Banco-de-portugal-marketing>

Tabular data details:

Total number of observations	45211
Total number of files	1
Total number of features	16
Base format of the file	.csv
Size of the data	3.80 MB

Proposed Approach:

- Unbalanced for target and outliers, overall data looks clean.
- Looking towards few of numeric feature in the dataset, it looks skewed and need to be transformed.
- Few techniques like IQR score and Information value will be helpful to deal with outliers and skewness.
- Imbalanced dataset can be handled by eliminating unknown values and replacing them with mean.