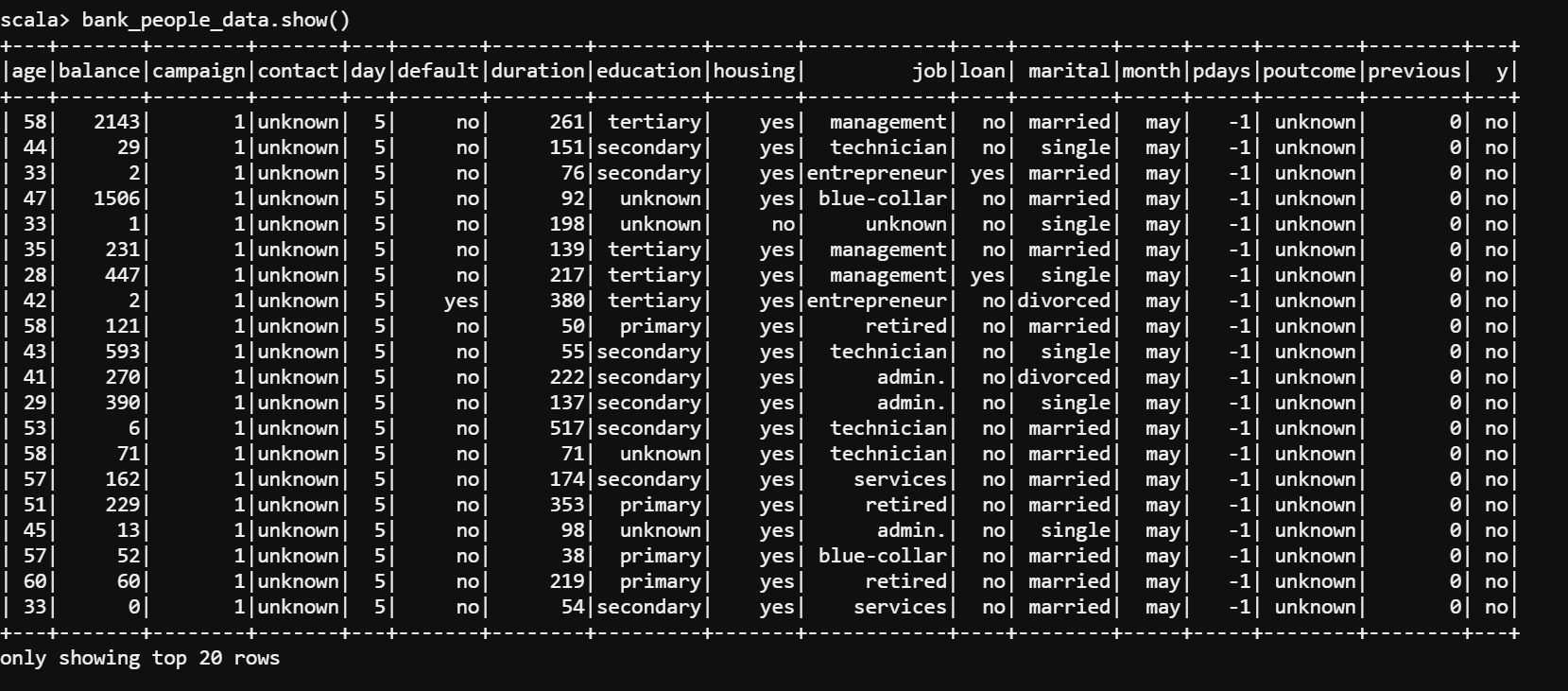
**Market Analysis in Banking Domain**

**Project 3**

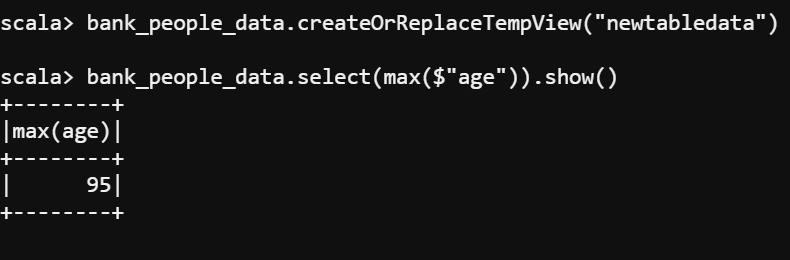
**Analysis tasks to be done-:**

1. Load data and create a Spark data frame

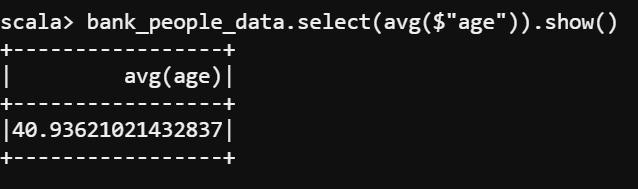


1. Give the maximum, mean, and minimum age of the average targeted customer

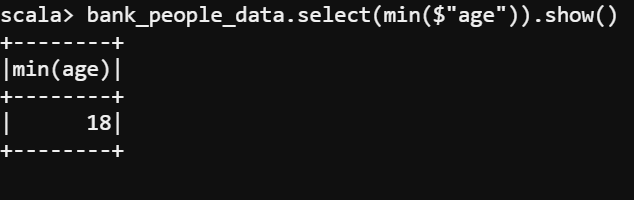
Maximum age of the average targeted customer:



Average age of the targeted customer:

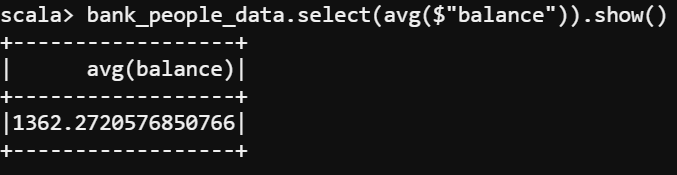


Minimum age of the targeted customer:

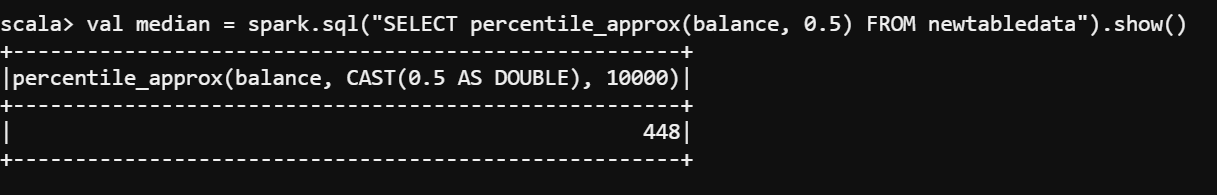


1. Check the quality of customers by checking average balance, median balance of customers

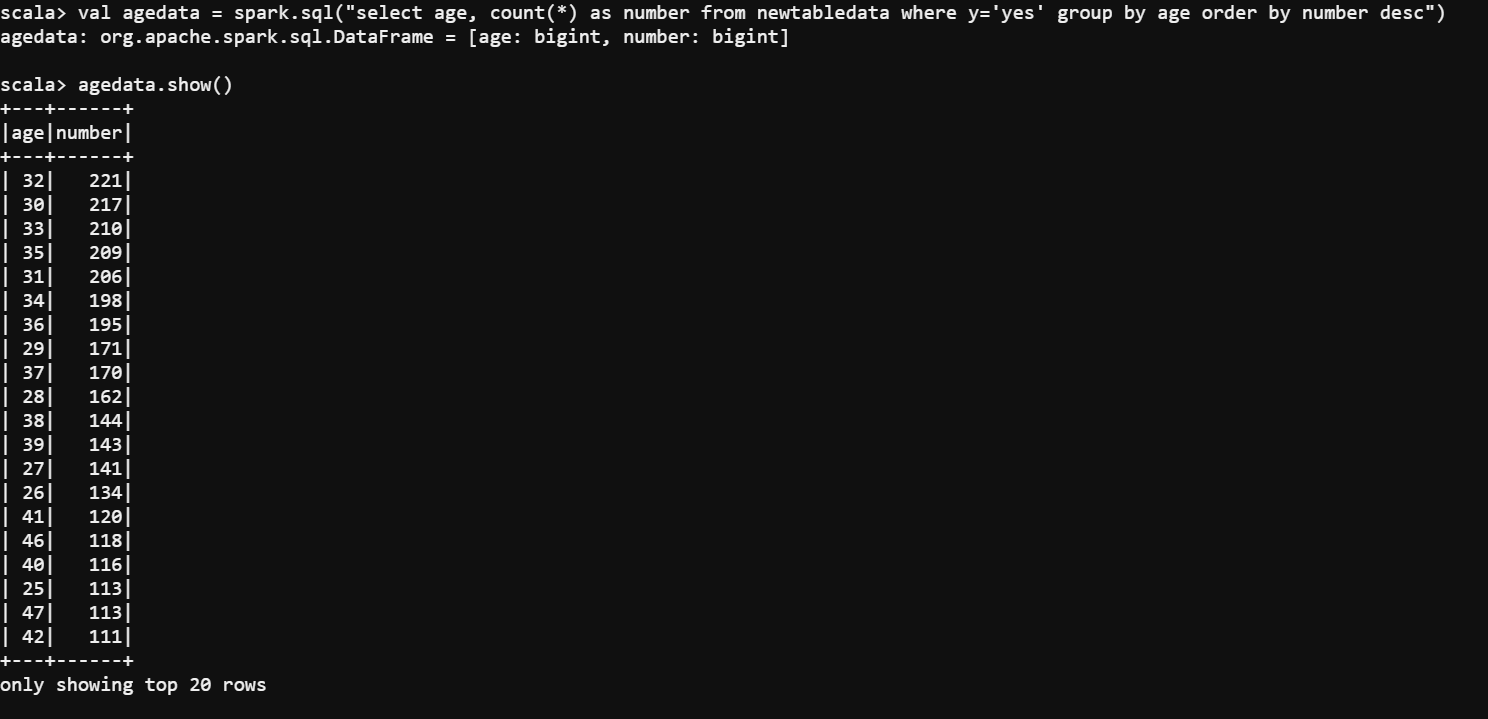
Average balance of customers:



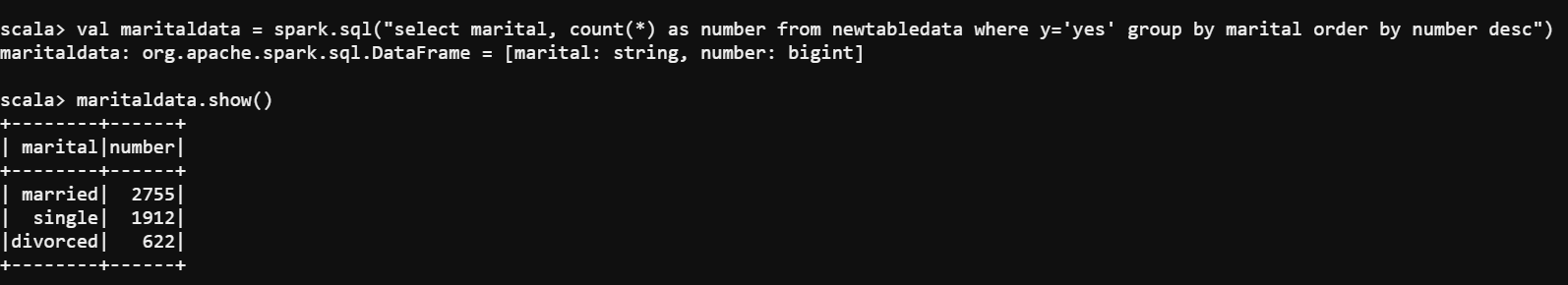
Median balance of customers:



1. Check if age matters in marketing subscription for deposit

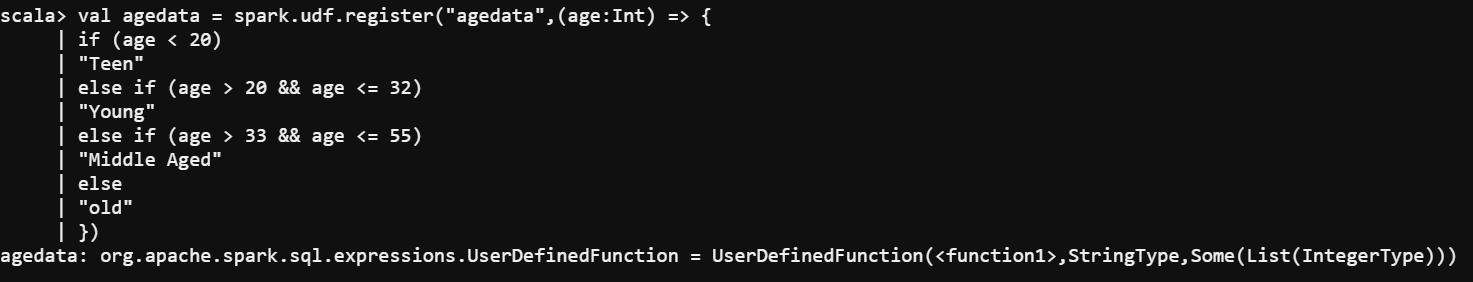


4. Check if marital status mattered for a subscription to deposit



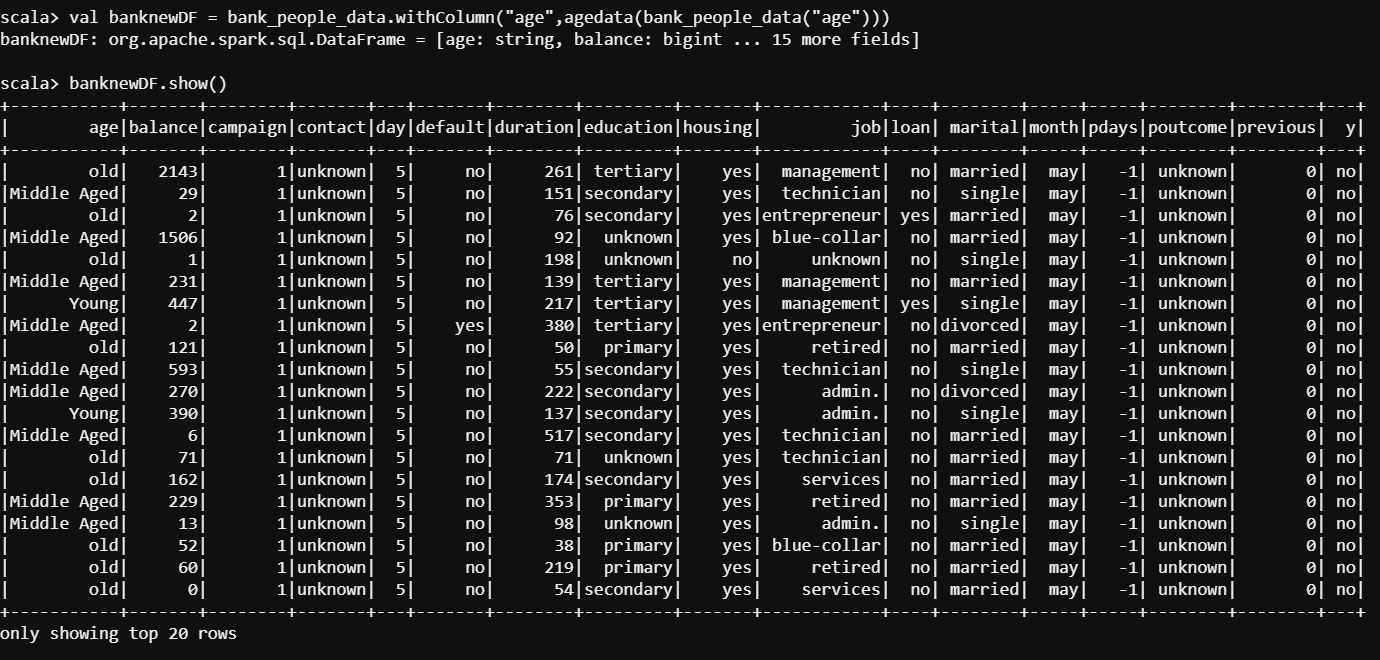
1. Check if age and marital status together mattered for a subscription to deposit scheme



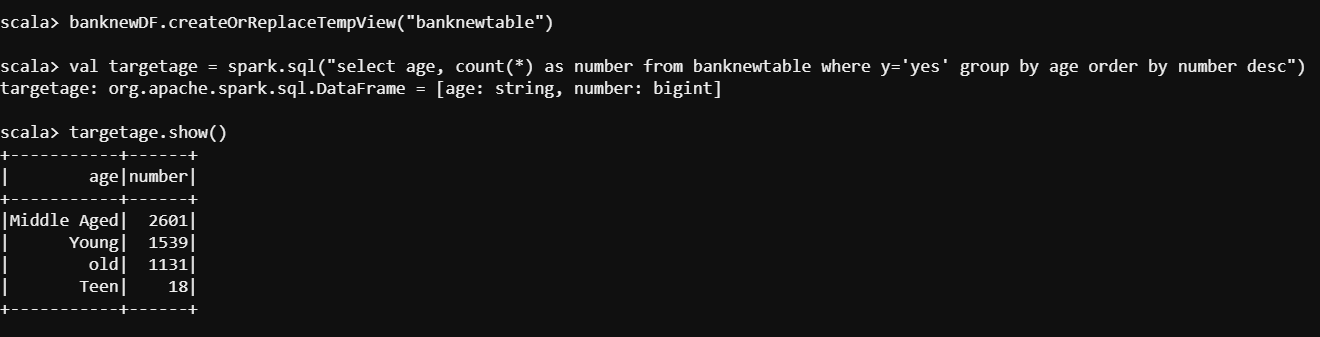


1. Do feature engineering for the bank and find the right age effect on the campaign

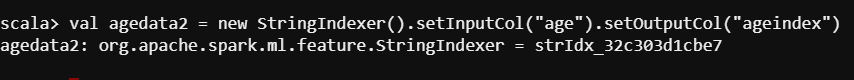
Step 1: Replacing the old age column with the new age column



Step 2: Finding out the age group that has the most subscriptions



Step3: String Indexer Pipelining



Step 4: Model Fitting



Step 5: Assignment of generated value of index of the column by feature engineering

