**EDA On Banking Dataset Using Python**

The purpose of this project is to perform the EDA in banking using Pandas framework in python. The goals of this project are given as –

1. Explore the banking dataset and get related insights.
2. Visualize the dataset using seaborn and matplotlib libraries (both univariate and bivariate analysis)
3. Build the pivot table, if required.

**Material and Methods:**

The current dataset has been taken from UCI ML repository which is a subset of an open-source Bank Marketing Data. The link is given below as -

<https://archive.ics.uci.edu/ml/citation_policy.html>

his dataset is publicly available for research. The details are described in [Moro et al., 2014].

During the work, the task of preliminary analysis of a positive response (term deposit) to direct calls from a bank is to solve. In essence, the task is a matter of bank scoring, i.e., according to the characteristics of a client (potential client), their behavior is predicted (loan default, a wish to make a deposit, etc.).

In this project, we will try to give answers to a set of questions that may be relevant when analyzing banking data:

1. What is the share of clients attracted in our source data?
2. What are the mean values ​​of numerical features among the attracted clients?
3. What is the average call duration for the attracted clients?
4. What is the average age among the attracted and unmarried clients?
5. What is the average age and call duration for different types of client employment?

In addition, we will make a visual analysis to plan marketing banking campaigns more effectively.

**Used Libraries:**

* **Numpy**
* **Pandas**
* **Matplotlib**
* **Seaborn**