

Data Intake Report

Name: Bank Marketing (Campaign)
Report date: 2025.03.16
Internship Batch: LISUM42
Version: 1.0
Data intake by: Abdukhakimov Asatilla
Data intake reviewer: Data Glacier Team

Tabular data details:

Bank dataset details:

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	450KB

Bank-full dataset details:

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	4.39MB

Proposed Approach:

1. **Business Understanding:** Understand the objectives and translate them into data science goals.
2. **Data Understanding:** Load the dataset, analyze structure, variable types, and distributions.
3. **Exploratory Data Analysis (EDA):** Identify trends, relationships, and patterns. Visualize customer behavior and subscription patterns.
4. **Data Preparation:** Handle missing values, encode categorical variables, and scale features.
5. **Model Building:** Develop models using machine learning algorithms.
6. **Model Evaluation:** Compare model performance using different metrics
7. **Business Metric Translation:** Convert ML outcomes to business.
8. **Model Deployment:** Deploy the final model via API or web app for real-time use.
9. **Presentation:** Prepare a non-technical presentation for stakeholders outlining business insights and model recommendations.