**WEEKLY DELIVERABLE 1**

**Group Name**: Bank Marketing DS 01

**Specialization**: Data Science

**Team Members**:

* **Ines Perko**
* **Suvansh Vaid**
  + Master of Data Science
  + Monash University, Melbourne, Australia
  + Specialization: Data Science
  + Email: suvanshvaid@gmail.com
* **Zeynep Başak Eken**

**Problem description:**

**ABC Bank** wants to sell its term deposit product to customers and before launching the product they want to develop a model which helps them in understanding whether a particular customer will buy their product or not (based on customer's past interaction with bank or other Financial Institution).

**Business understanding:**

* **Business Objective:**

The Bank wants to shortlist customers whose chances of buying the product are more so that their marketing channel (tele marketing, SMS/email marketing etc) can focus only on those customers. This will save their resource and their time (which is directly involved in the cost (resource billing).

* **Success Criteria:**

The success criteria for this business problem would be based on how much maximum number of customers we are able to predict who have subscribed to the product.

**Data Understanding:**

The data is related with direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls.

The classification goal is to predict if the client will subscribe (yes/no) a term deposit (variable y).

**Project Lifecycle:**

* Business Understanding (Week 7 – 7 April 2021)
* Data Understanding (Week 8 – 14 April 2021)
* Data Cleaning (Week 9 - 20)
* Exploratory data Analysis (Week 10 – 27 April 2021)
* EDA presentation for business users (Week 11 – 1 May 2021)
* Model Selection and Building (Week 12 – 8 May 2021)
* Performance reporting (Week 13 – 15 May 2021)
* Prepare presentation for non-technical persons (Week 13 - 15 May 2021)
* Final Project Report (Week 13 - 15 May 2021)

**GitHub Repo link:**