

BANK MARKETING (CAMPAIGN).



Virtual Internship Data Science Project Report.

Group Name: LISUM01: Data science Group 1

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Data intake by: Colin Mburugu

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Data storage location:

INTRODUCTION.

ABC bank (a Portuguese banking institution) has a term deposit product that is desired to be sold to clients. We will focus on customer's past interactions with the bank or other financial institutions to have a better understanding on whether these particular clients will buy this product or not. Developing a model with using machine learning for this aim is reasonable. With performing this project, our aim is to save resources and time for ABC bank.

Business Objective.

The main objective of this project is;

- To create a bank term deposit model to predict whether a customer will accept the product or not based on the historical data in the given dataset. Select one or several suitable learning algorithms and a suitable metric for assessing quality model.
- To be able to identify relationships between products purchased and customer behaviour.
- Come up with insights that help with marketing strategies.

Assessing the Data.

1. Resource Inventory.

- Datasets
We were provided by the dataset
Dataset link: <https://archive.ics.uci.edu/ml/datasets/Bank+Marketing>
- Software(Python, Jupyter)
- Personnel - Team members

2. Assumptions.

- The available dataset was complete and no data losses.
- All the information needed for the study was captured in the dataset.

3. Constraints.

- There are no constraints on working on the dataset.

Data Mining Goals.

1. To determine the relationships between product purchase and previous customer behaviour.
2. Come up with insights that help with marketing strategies.
3. To identify features that determine customer chance of buying the product.

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