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Name: Bank Marketing(Campaign)

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Data intake by: Colin Muriithi Mburugu

Data intake reviewer: Intern who viewed the report

Data storage location: https://github.com/colinmburugu/Bank_Marketting_Campaign/tree/main/bank-additional/bank-additional/Week%2011

Problem statement

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 using machine learning for this aim is reasonable. With performing this project, our aim is to save resources and time for ABC bank.