



**Data Glacier**

Your Deep Learning Partner

## **Week #7 Deliverables PDF Document**

### **Team member's details:**

Group Name: Shiny Star Data Specialists

Carmelo R. Casiraro, USA, Farmingdale State University, Data Analyst

Fenil Mavani, UK, University of West London, Data Science

Nazri, London, UK, University of Greenwich, Data Science

## **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**

### Objective

To share insights from multiple datasets to develop a model that can help in selling term deposit product.

The analysis involves:

- Bank information understanding
- Data type understanding (whether boolean, string or integer)
- Looking for any problems in the data and coming up with possible solutions
- Eliminating any null values, checking for any skewness or outliers
- What is the data structure in rows and columns?
- Raising questions and hypothesis- including charts to understand the data
- Creating a Exploratory Data Analysis Report to understand and analyze data to create possible recommendations and solutions off charts created
- What model to develop to help understand the particular customer that will buy the term deposit product or not?

## **Project lifecycle along with deadline- Approximate Dates\***

Deliverables Week 7- 7/19/24

Deliverables Week 8- 7/26/24

Deliverables Week 9- 8/3/24

Deliverables Week 10- 8/10/24

Deliverables Week 11- 8/17/24

Deliverables Week 12- 8/25/24

### Data Intake report

Name: Bank Marketing Data Intake Report for Final Project

Report date: 07/11/2024

Internship Batch: LISUM34

Version: N/A

Data intake reviewer: Carmelo R. Casiraro

Data storage location:

<https://archive.ics.uci.edu/static/public/222/bank+marketing.zip>

Tabular data details: bank-full.csv

Total number of observations: 45,212 rows

Total number of files: 1

Total number of features: 16 features / 1 label- number of columns

Base format of the file: .csv

Size of the data: 4.6 MB

Tabular data details: bank.csv

Total number of observations: 4522 rows

Total number of files: 1

Total number of features: 16 features / 1 label- number of columns

Base format of the file: .csv

Size of the data: 461 KB

**Github Repo link**

<https://github.com/cralph31/Data-Glacier-Final-Group-Project-Weeks-7-12-Deliverables>