Presentation instructions

Thank you very much for completing the Hackerank challenge. We are very excited to invite you to present your work to interviewers. It helps us to assess your communication and presentation skills to our team and business stakeholders.

1. Assume you will be present to a technical and a non-technical audience who do not know the context of your presentation
2. Keep your presentation between 20 mins ~ 30 mins.
3. Your presentation should show the context, analysis, insights or anything that you think is important to the audience and stakeholders
4. Please use a presentation program to present your work, such as Microsoft PowerPoint, Google Slides etc
5. Please refer to the attached data, your Jupyter Notebook and the question description (case study) for preparing your presentation.

Question description - case study

Lending Bank wants to attract *term deposits* to fund its lending business. In a term deposit, a client agrees to deposit funds and allow the bank to use them for a fixed length of time. In return, the bank will pay interest on the deposit.

The bank's sales manager wants to market the product to their existing clients. They have historical information from a previous marketing campaign that includes client demographics, prior call experience, market conditions and the interest rate offered.

Using machine learning, help the bank predict which clients are likely to subscribe to a new term deposit. Explain how different features affect the decision.

Problem

Perform an analysis of the given data to determine how different features are related to credit card eligibility. Build a machine learning model that can predict the *subs_deposit.*

Schema

Feature	Description

client_id	unique ID of the client called [unique key]
age_bracket	age bracket of the contacted client (in years)
job	job type of the contacted client
marital	marital status of the contacted client
education	highest level of education done by the client
has_housing_loan	whether the client has a house loan
has_personal_loan	whether the client has a personal loan
prev_call_duration	last contact duration (value = 0 if the client has not been contacted ever)
contact_date	date at which contact was made with the client (YYYY-MM-DD)
days_since_last_call	number of days that passed by after the client was last contacted from a previous campaign (numeric; 999 means client was not previously contacted)
num_contacts_prev	number of contacts performed before this campaign and for this client (numeric)
poutcome	outcome of the previous marketing campaign (categorical: "failure","nonexistent","success")
cpi	standing consumer price index before the call (monthly indicator)
subs_deposit	Did the client subscribe to the term deposit? (binary: 1,0) [dependent variable]