

Group Name

Sparagua

Name, Email:

- Daniela Alvarez
daniela.alvarez04@gmail.com
- Akhil Nair
akhil.nair1908@gmail.com

Country

- Peru
- India

College/Company

- Daniela: Datacamp, Kaggle Learn, Universidad de Piura (Peru)
- Kahir: SIESGST Nerul

Specialization:

Data Science

Problem description

Portuguese bank would like to identify existing clients that have a higher chance to subscribe a term deposit. This will allow the bank to focus marketing efforts on those clients and avoid wasting money and time on clients that will probably not subscribe, as they want to increase their revenue. To approach this problem we will create a classification algorithm that helps predict if a client will subscribe or not a term deposit.

Business understanding

Term deposits allow banks to hold money for an specific amount of time, which allows the bank to use that money for better investments. The marketing campaigns for this product were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be ('yes') or not ('no') subscribed.

Project lifecycle along with deadline

| Deliverables | Deadline |
|--------------------------------------|----------------------------------|
| Group creation pdf document | October 25 th , 2021 |
| Data Understanding | October 29 th , 2021 |
| Data Cleansing and Transformation | October 29 th , 2021 |
| EDA performed on the data (notebook) | November 5 th ,2021 |
| EDA presentation for business users | November 11 th , 2021 |
| Model selection and model building | November 11 th , 2021 |
| Final Project Report and Code | November 15 th , 2021 |

Data Intake report

Name: Bank Marketing Campaign

Report date: October 25th, 2021

Internship Batch: LISUM03

Version: 1.0

Data intake by: Daniela Alvarez Zegarra/ Kahir Nair

Data intake reviewer:

Data storage location: <https://archive.ics.uci.edu/ml/datasets/bank+marketing>

Tabular data details:

Bank

| | |
|-------------------------------------|--------|
| Total number of observations | 4521 |
| Total number of files | 1 |
| Total number of features | 16 |
| Base format of the file | csv |
| Size of the data | 451 KB |

Bank-full

| | |
|-------------------------------------|---------|
| Total number of observations | 45211 |
| Total number of files | 1 |
| Total number of features | 16 |
| Base format of the file | csv |
| Size of the data | 4503 KB |

Bank-additional

| | |
|-------------------------------------|--------|
| Total number of observations | 4119 |
| Total number of files | 1 |
| Total number of features | 20 |
| Base format of the file | csv |
| Size of the data | 482 KB |

Bank-additional-full

| | |
|-------------------------------------|---------|
| Total number of observations | 41188 |
| Total number of files | 1 |
| Total number of features | 20 |
| Base format of the file | csv |
| Size of the data | 4814 KB |

Github Repo link

<https://github.com/danielaa04/Bank-Marketing-Campaign>