**Individual Contribution**

My contribution towards the preliminary analysis on the Bank Marketing Data set is to see the choice Tree Model, KNN Model, and Random Forest Models to predict the response variable. In this, my role has been led to selecting the dataset after thorough research and discussions with the peer. I also used my understandings of the dataset in R to check and train the models with the assistance of CRAN packages. I also organized meetings with the opposite teammate to get on track with the project, analysis, and discussions. We both started trying to find datasets and located this amazing dataset.

In this, project we are looking to predict the ‘y’ variable with Yes or No. we've spitted the information into 80: 20 of train and test datasets respectively. We wanted to implement classification for the “y” of dataset which helps us to predict the info. We also executed chunks of coaching and testing datasets separately and people were stored in numerous assigned variables. We are looking to plot and understand the information in an exceedingly better thanks to make and take strategic business decisions.

I also further helped my peer with an understanding of the project, dataset, and R programming. We took it as a chance to explore the dataset and develop the ML models which predict the Target variable in a very better way. This helps the Bank Marketing Team to create and make data-driven decisions and implement key strategies to specialize in the purchasers, who are usually the foremost important key role in any business. Our final goal is to use this dataset in our future learnings to search out unusual possibilities.

For better understanding, I wanted to go further by building XG Boost, Ada Boost, GBM, Light GBM, and Neural Network Models and work out the most effective accurate predictor and use it within the Bank’s Marketing Campaign.