**Individual Contribution**

My contribution towards the preliminary analysis on the Bank Marketing Data set is to determine the Logistic Regression Models and Decision Tree Models to predict the response variable. I also organized meetings with the other teammate to be on track with project, analysis, and discussions. We both started looking for datasets and found this amazing dataset. In this my role as 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 test and train the models with the help of CRAN packages.

In this project we are looking to predict the ‘y’ variable with Yes or No. We have splitted the data 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 data. We also executed chunks of training and testing datasets separately and those were stored in different assigned variables. We are also looking to plot and understand the data in a better way to make and take strategic business decisions.

I also further helped my peer with understanding of the project, dataset, and R programming. We took it as an opportunity to explore the dataset and develop the ML models which predicts the Target variable in a better way. This helps the Bank Marketing Team to make and take data-driven decisions and implement key startegies to focus on the Customers, who are usually the most important key role in any business. Our final goal is to use this dataset in our future learnings to find the unusual possibilities.