AIGraz Bank Project

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PROJECT SUMMARY

The project is about studying a bank's campaign data set and doing analysis. The aim is to come up with models that can predict future deposit rates compared to different inputs.
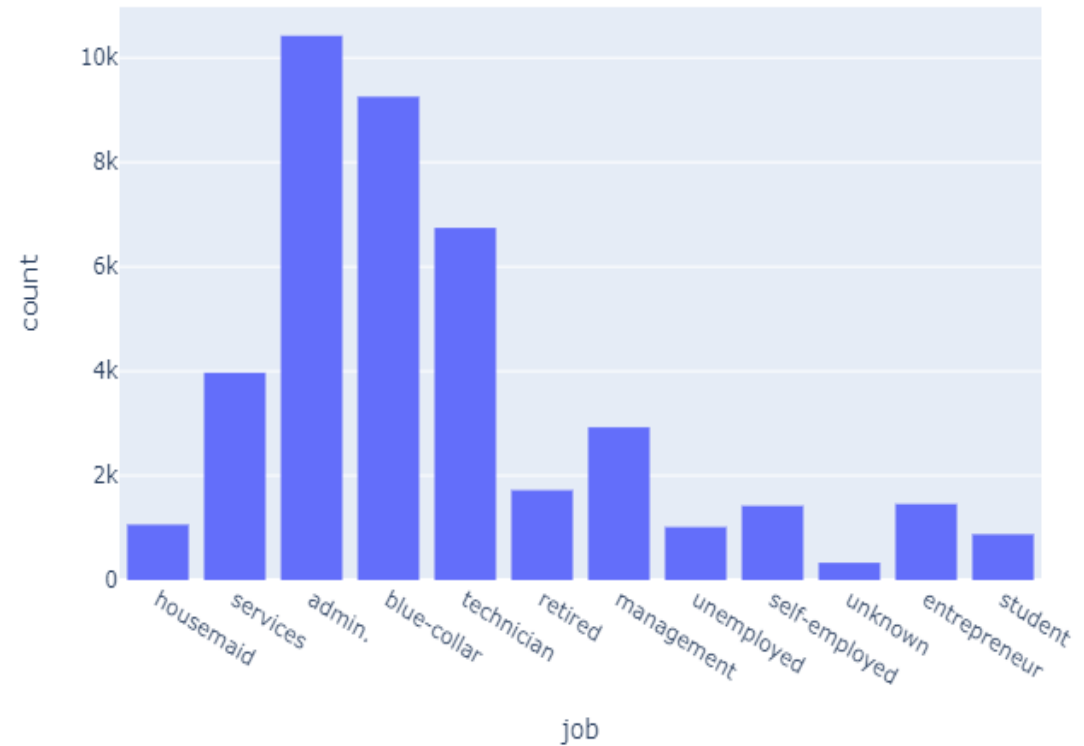
Data analysis steps used include; Data cleaning, data wrangling, Exploratory Data Analysis, Evaluation, training models for predictive purposes

QUESTIONS

1. Who has the highest number of counts in the job setor?
2. Which type of contact was used most frequently?
3. Which month received the highest call duration?
4. Compare loan status and calls made
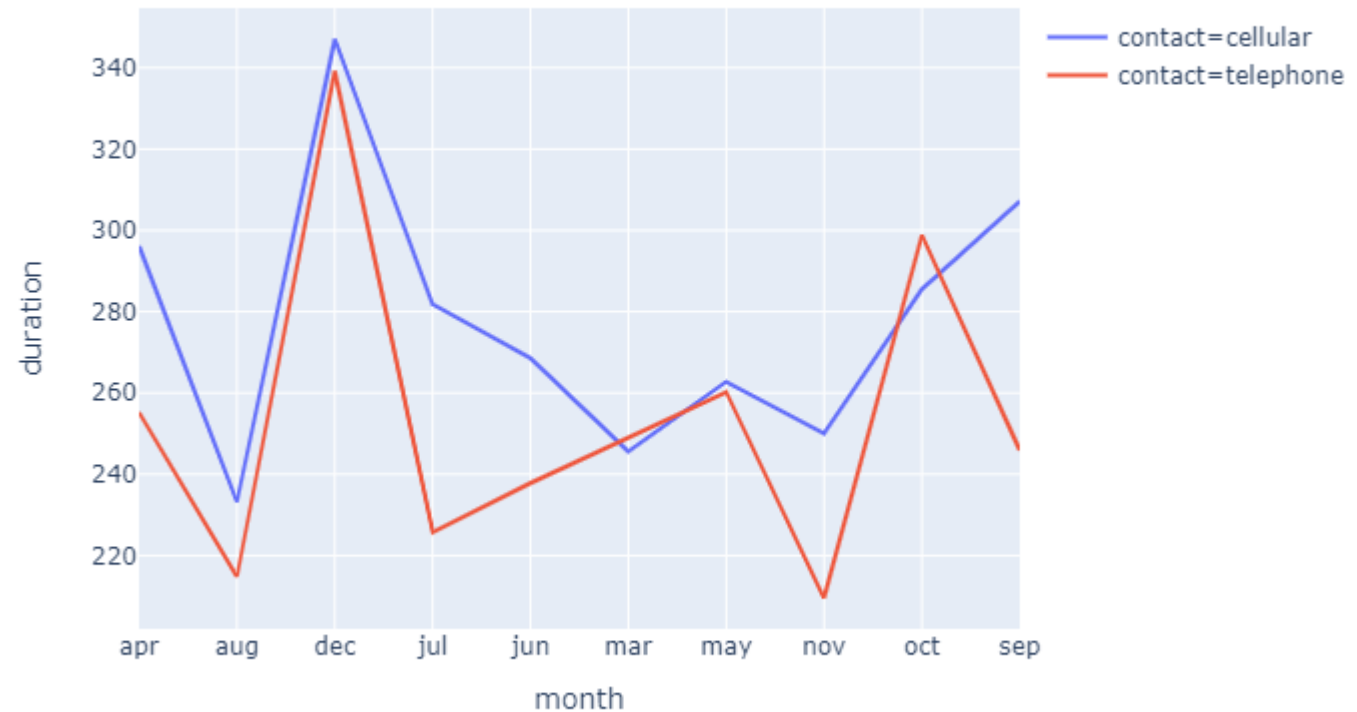5. Compare deposit and duration of calls

1.
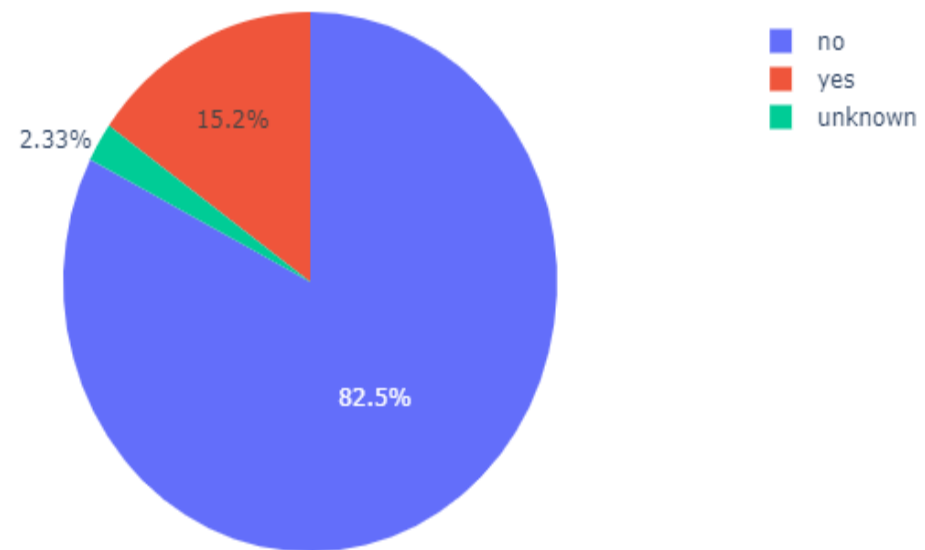Admins had the highest number of counts in the job sector

2. Cellular was the most frequently used compared to telephone

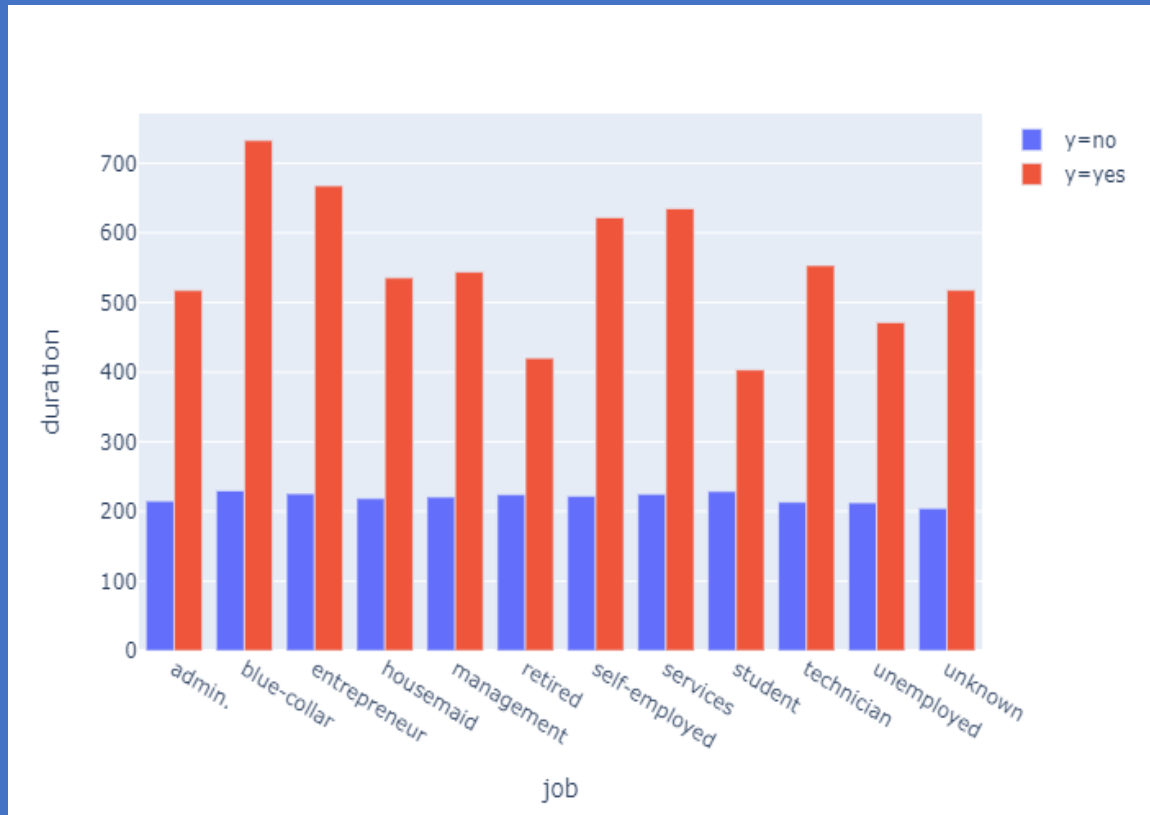3. December received the highest number of calls

4.People without loans were highly contacted compared to those without

Loan status comparison with calls made

- no
- yes
- unknown

2.33%

15.2%

82.5%

5. People who made deposits were highly contacted than those without deposits

PREDICTIVE MODELS

1. Decision tree
2. Random Forest classifier
3. Random forest regressor
4. Metrics

THANK YOU