**Case Study**

**Market Analysis in Banking Domain**

**Analysis tasks to be done-:**

The data size is huge and the marketing team has asked you to perform the below analysis-

1. Give the maximum, mean, and minimum age of the average targeted customer
2. Check the quality of customers by checking average balance, median balance of customers
3. Check if age matters in marketing subscription for term deposit scheme.
4. Check if marital status mattered for a subscription to term deposit scheme.
5. Check if age and marital status together mattered for a subscription to deposit scheme
6. Do feature engineering for the bank and find the right age effect on the campaign.