

Data Science Project:

Bank Marketing (Campaign)

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Problem description:

ABC Bank wants to sell its term deposit product to customers and before launching the product they want to develop a model which helps them in understanding whether a particular customer will buy their product or not (based on customer's past interaction with bank or other Financial Institution).

Business understanding:

ABC Bank wants to use ML model to shortlist customer whose chance of buying the product is more so that their marketing channel (tele marketing, SMS/email marketing, etc.) can focus only on those customers whose chance of buying the product is more; this will save resource and their time, which is directly involved in their costs.

Project lifecycle along with deadline:

Week 1 (7/19/2022):

- Business Understanding

Week 2 (7/26/2022):

- Data understanding

Week 3 (8/2/2022):

- Data Cleansing and Transformation

Week 4 (8/9/2022):

- Exploratory Data Analysis

Week 5 (8/16/2022):

- EDA Presentation.
- Model Building (Logistic Regression, ensemble, Boosting etc)
- Model Selection

Week 6 (8/23/2022):

- Performance reporting

Week 7 (8/30/2022):

- Deploy the model
- Converting ML metrics into Business metric and explaining result to business
- Prepare presentation for non-technical persons.

GitHub Repo link:

[dortizrom/Bank-Marketing: Data Science Project - Classification Challenge \(github.com\)](https://github.com/dortizrom/Bank-Marketing: Data Science Project - Classification Challenge)