



**Data Glacier**

Your Deep Learning Partner

# ABC Bank Marketing (Campaign)

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# Agenda

## Project Lifecycle



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# Project Lifecycle

1. Business Understanding: Define the problem statement and identify the business objectives.
2. Data Understanding: Gather and explore the relevant data for the project.
3. Data Cleansing and Transformation: Preprocess the data by handling missing values, outliers, and inconsistencies.
4. EDA: Conduct exploratory data analysis to gain insights and identify relevant patterns.
5. EDA Presentation: Prepare a visual and understandable presentation of the EDA findings for business users.
6. Model Selection and Building/Dashboard: Choose an appropriate machine learning algorithm and train a model or build a dashboard.
7. Final Project Report and Code: Document and communicate the results, including the project report and code.

# Sprints

The Project will be divided into 4 sprints of different duration

Sprint 1	Sprint 2	Sprint 3	Sprint 4
11-02-23 to 02-03-23	02-03-23 to 16-03-23	16-03-23 to 23-03-23	23-03-23 to 30-03-23
Data	Exploratory	Modeling	Presentation

# Thank You



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