Group Name: FIC

Group Member:

Name: Felipe Crespo

Email: [fcrespo12@gmail.com](mailto:fcrespo12@gmail.com)

Country: Argentina

College: UES21

Specialization: Data Science

Problem Description

ABC bank is preparing to introduce a new product, a term deposit. As part of their preparations, they are developing a model to help them understand whether a particular customer is likely to purchase their product based on their past interactions with the bank or other financial institutions. They have provided us with a dataset of client information and related features in CSV format ("bank-additional-full.csv").

Github Repo link

https://github.com/felincre/Bank-\_Marketing\_Campaign

Final recommendation

To ensure the development of a realistic model with low bias, we will follow the guidelines we have been working on. As part of our analysis, we will consider the "nulls" or "unknown" values as a separate category instead of deleting the feature or imputing the missing values. This approach will help us to retain valuable information that would have been lost if we had deleted the feature entirely.