LISIUM13: 30- Group Project

Week 7: Project Deliverables

Team member's details :

Group Name : Banana Peels

Names: Devika Chandnani, Dylan Hugey, Camillo, Farha Jabin Oyshee

Email: devika.chandnani@gmail.com, dylan94539@gmail.com, fj.oyshee@gmail.com

Country: United States, Bangladesh

College/Company: Fordham University, Independent University, Bangladesh

Specialization: Data Science

Problem description:

We are tasked with creating a predictive model for a certain bank which is interested in launching a new term deposit product. The bank wants to ensure that their product will be popular, and thus, wants to know whether or not a user will buy the product based on a variety of different inputs.

Business understanding:

Term deposits are a type of transaction where the customer invests a set amount of cash with a financial institution for a set amount of time with fixed interest rates. There are a few different types of deposits such as short-term, long-term, advance notice term, and low balance term just to name a few. All in all, the different types of term deposits allow different circumstances for both the customer and the financial institution.

Project life cycle along with deadline:

The final deadline for this project is during week 13 on November 30th; however, there are multiple checkpoints for us to submit along the way. Our goal is to be able to get a good understanding of the data and what type of approaches we can take when feature engineering the data set. In addition, we want to have cleaned and sorted the dataset into a form in which it will be ready to be used.