**Project**

**The dataset gives you information about a marketing campaign of a financial institution in which you will have to analyze in order to find ways to look for future strategies in order to improve future marketing campaigns for the bank.**

**Data Set Information:**

**The data is related with direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be ('yes') or not ('no') subscribed.   
  
Attribute Information:**

**Input variables:  
# bank client data:**

**1. A\_O\_DT: Account Open date.**

**2. ACCOUNT\_NB-Account Number.**

**3. ASSET\_LEVEL-B- Self proprty ,D-Joint property,K-Rented(having property in different location),**

**M-Rented property (No data available about property),S- Entrepreneur,T-Skilled Migrator,Y-Unknown.**

**4. EDUCATION\_LEVEL-Higher the number, better the qualification level.**

**5. I\_LM-Current balance amount.**

**6. F\_IN-Family income not available.**

**7. F\_S-Family Size.**

**8. A1\_LM-A18\_LM ( Last 18 months account balance).**

**9. RATING\_Q1-RATING\_Q4 (Last four quarter rating of the customer)**

**0-Least active in that quarter.**

**3-Average active in that quarter.**

**6- Active in that quarter.**

**S-Highly Active in that quarter.**

**10. Y/N- has the client subscribed a term deposit? (binary: 'Yes','No')**