# Data Science Internship at Data Glacier

# Project: Bank Marketing (Campaign)

## Team Name: The Data-driven Dreamers

**Name:** Rayhanul Islam Rumel
**Email:** rayhanul.islam.rumel@gmail.com
**Country:** Germany
**University:** Saarland University
**Specialization**: Data Science

**Name:** Uday Vikram Singh
**Email:** udaykymset@gmail.com
**Country:** Scotland
**University:** University of Edinburgh
**Specialization:** Data Science

**Name:** Amogh Vig
**Email:** vigamogh@gmail.com
**Country:** United States
**University:** Vanderbilt University
**Specialization:** Data Science

## Batch Code: LISUM17

## Date: 19/02/2023

## Submitted to: Data Glacier

# Table of Content

# Problem Description

ABC Bank is planning to introduce a new term deposit product for its customers, and they need to develop a model that can predict whether a customer will buy their product or not. To achieve this goal, they want to analyze the past interaction of customers with the bank or other financial institutions. The bank wants to use this model to understand the customers' behavior and preferences regarding term deposits, and to determine which customers are most likely to buy the product. This will help the bank to focus its marketing efforts on those customers who are more likely to buy, resulting in a more efficient and effective sales process. Ultimately, the bank hopes to increase its sales and revenue through the successful launch of its new term deposit product.

# Business Understanding

ABC Bank is planning to launch a term deposit product and wants to develop a model to predict whether a particular customer will buy the product or not. To achieve this, the bank wants to use machine learning to shortlist customers who are more likely to buy the product. By focusing its marketing efforts only on these customers, the bank hopes to save resources and time that would otherwise be involved in marketing to all customers. The model will be developed with and without the duration feature, but the duration feature is not recommended due to the difficulty in explaining the results to the business and the difficulty in using it for campaigns. Ultimately, the bank hopes that the successful launch of its new term deposit product will increase its sales and revenue

# Project life cycle and deadlines

| Week | Due Date | Plan |
|---|---|---|
| Week 07 | February 19, 2023 | Problem description, Business understanding, Project life cycle along with deadlines, Data Intake report, Github Repo link |
| Week 08 | February 26, 2023 | To Understand the dataset: identifying NA, outliers, and the approaches to address these issues |
| Week 09 | March 02, 2023 | To clean and transform Data |
| Week 10 | March 09, 2023 | To perform EDA on the dataset and provide recommendations |
| Week 11 | March 16, 2023 | To prepare an EDA presentation for business users and to recommend models for this data set |
| Week 12 | March 23, 2023 | To select Models and to build Models |
| Week 13 | March 30, 2023 | To submit the Final Project Report and Code |

.