



# Data Glacier

Your Deep Learning Partner

## Data Science Internship at Data Glacier

### Week 10

### Project: Bank Marketing (Campaign)

### Team Name: The Data-driven Dreamers

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# 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 analyse the past interaction of customers with the bank or other financial institutions. The bank wants to use this model to understand the customers' behaviour 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.

## The approaches we are trying to apply to our data set to overcome problems

Although minimal data processing is required for the dataset we are handling, we have taken into account the following methods to mitigate potential issues if necessary:

- Identify relationships between variables
- Look at outliers and consider options for imputing or deleting
- Look at missing/unknown values
- Try to combine classes inside categorical columns so make the data less dense
- Log Transform/ Normalise/ Standardise numerical variables
- Remove features with very low variance (day\_of\_week)
- Use K-Best to see which features might be less important

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# Github Repo link

Please visit the following link to see our project:

- [https://github.com/gitkym/uvs\\_bank\\_marketing\\_project.git](https://github.com/gitkym/uvs_bank_marketing_project.git)
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