

**Group Name:** The Greeks

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**College/Company:** Data Glacier

**Specialization:** Data Science

**GitHub repository link:** [link](#)

**Problem description:** We are tasked to present our algorithmic approach in regards of a bank marketing campaign problem. Using Machine Learning to determine whether or not a certain bank customer will decide if they will long term deposit their money. The data is related with direct marketing campaigns (phone calls) of a Portuguese banking institution. A Portuguese retail bank was addressed, with data collected from 2008 to 2013, thus including the effects of the 2008 financial crisis.

**Problem solution:**

1. We will focus on feature engineering and data exploration, which is a key aspect, and showcase generic social and economic indicators for whether or not a client accepts the offer or not.
2. We will apply our solution regarding the “unknown” values in the data.
3. We will compare different modeling Machine Learning techniques and show how the best model could benefit the bank telemarketing business.
4. Finally, we will propose which model is the best to use for future marketing campaigns.