



Client Attributes and Marketing Outcomes

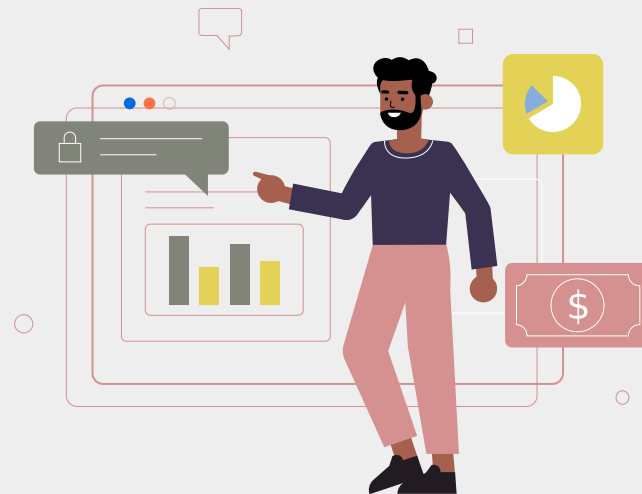
IART Class - Supervised Learning Project - A2_2

OUR PROBLEM

Using the provided dataset, our job is to predict if a client will subscribe to the product or not. Being presented like this, our problem can be classified as a binary classification problem.

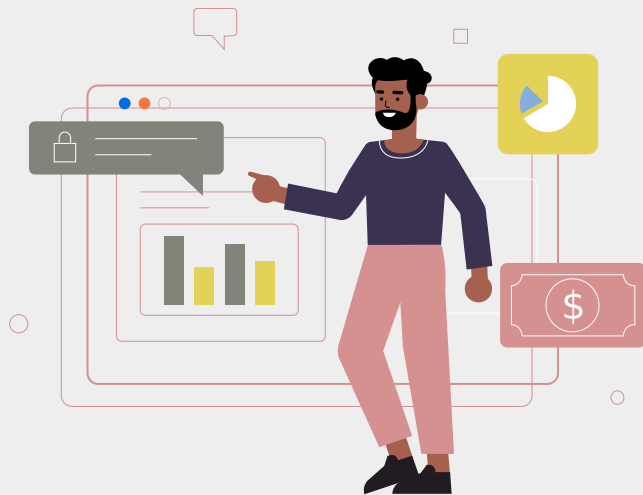
Here are the fields provided:

- | | | |
|-------------|------------|------------|
| - Id | - Balance | - Pdays |
| - Age | - Housing | - Previous |
| - Job | - Loan | - Poutcome |
| - Marital | - Contact | - Y |
| - Education | - Day | |
| - Default | - Month | |
| | - Duration | |
| | - Campaign | |





OUR PROBLEM



Algorithms in Use

- K-NN
- SVM
- Decision Tree based Classification
- Neural Network

