WE04-Universal Bank

Universal bank has recently trialed a marketing campaign to sell their new CD account product to existing customers. They contacted 5000 of their non-CD account customers with an offer. The data provided in universal.csv is the result of this market test.

Use the techniques covered in this class to load and clean the data. Then, identify the best predictive model (using only the models covered thus far: Logistic Regression, SVM (with various kernels), and Decision trees). Your target variable is CD Account. Your scoring measure is recall. Use RandomSearchCV combined with GridSearchCV to identify the best parameters for each model tested.

Be sure to document your thought process using markdown. Think of this as a report that your manager will read. This assignment requires you to decide how to process the provided data best (i.e., encoding). Be sure to provide your arguments/observations in markdown as you progress through data preparation, fitting, and performance evaluation.