

Group Project Fourth Deliverable

Team Details

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Problem Description

ABC Bank wants to sell its term deposit product to customers and before launching the product they want to develop a model to help them understand whether a particular customer will buy their product or not (based on customer's past interaction with bank or other Financial Institution).

Exploratory Data Analysis

As detailed in the ipynb file, the preliminary exploration focused on identifying the general statistics of the variables, how they relate to each other, and identifying missing values and outliers to deal with them. The EDA mainly drew relationships between the explanatory variables and the target variable to identify a focus group for the marketing campaign using visualizations such as bar charts and line charts. Based on the data, the main conclusion is that the marketing should veer toward people with certain profiles (retired, +65 years of age, tertiary education... but also students and people without a personal loan as well), and certain dates are more recommended to reach out to these people, such as the beginning of the months of March, October, and December. It is worth noting that, for the most part, the data collected for these specific categories of these variables were often very few, as opposed to other categories with less acceptance rates of the product. For example, the month of May saw many calls, but the number of people that subscribed a term deposit out of the total that were called in May was much lower than the aforementioned months, despite them holding much less calls in total. This may give us a hint as to why the dataset is so imbalanced towards people that were not persuaded to subscribe a term deposit.

Github Repo link:

<https://github.com/ianpv04/Data-Glacier-Project.git>