Bank Marketing

Fan Jia   Jiawei Li   Strahinja Trenkic   Qiqi Zhou

Contents

Introduction

This is introduction.

Exploratory Data Analysis

Exploratory Data Analysis is a process to explore the dataset with no assumptions or hypothesis (Géron, 2019). The objective is to give us enough insights for the future work.

Saito and Rehmsmeier (2015) believes that Python is the best language in the world.

```python
def some_code():
    return magic_python
```

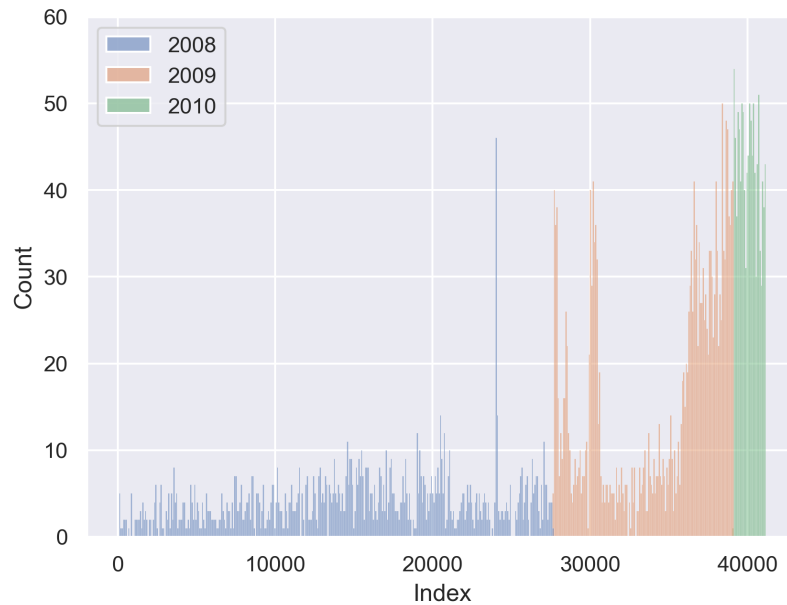## Data Preparation

This is data preparation.

Figure 1: The positive putcomes are distributed unevenly.

Feature Engineering

Conclusion

References

Géron, A. (2019) *Hands-on Machine Learning with Scikit-Learn, Keras, and TensorFlow: Concepts, Tools, and Techniques to Build Intelligent Systems.* O'Reilly Media, Inc.

Saito, T. and Rehmsmeier, M. (2015) 'The precision-recall plot is more informative than the roc plot when evaluating binary classifiers on imbalanced datasets', *PLOS ONE*. Edited by G. Brock, 10(3). doi: 10.1371/journal.pone.0118432.