



Data Science Intern at Data Glacier

1. Project: Bank Marketing (Campaign)

Week 7: Deliverables

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2. Project Plan

Weeks	Date	plan
Weeks 07	September 19, 2022	Problem Statement, Data Collection, Data Report
Weeks 08	September 26, 2022	Data Preprocessing
Weeks 09	October 2, 2022	Feature Extraction
Weeks 10	October 9, 2022	Building the Model
Weeks 11	October 16, 2022	Model Result Evaluation
Weeks 12	October 23, 2022	<u>Flask Development</u> + Heroku
Weeks 13		Code + Presentation)

3. Problem Statement

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