



# Data Science Intern at Data Glacier

## 1. Project: Bank Marketing

### Week 9: Deliverables

**Name:** İlke Candan Bengi

**University:** Marmara University

**Email:** [ilkecandan@hotmail.com](mailto:ilkecandan@hotmail.com)

**Country:** Turkey

**Specialization:** Data Science

**Batch Code:** LISUM12

**Date:** 29 September 2022

**Submitted to:** Data Glacier

## **1-Problem Statement**

ABC Bank wishes to offer its term deposit product to clients, and before doing so, they want to create a model that will assist them determine if a certain consumer would buy their product or not (depending on the customer's previous interactions with the bank or another financial institution). Bank wants to utilize ML model to shortlist consumers who are more likely to buy the product so that their marketing channels (telemarketing, SMS/email marketing, etc.) may focus exclusively on those customers who are more likely to buy the product.

## **2. Data cleansing and transformation**

First and foremost, we delete the related data. This will remove any rows with missing values. As you can see, the number of rows has now decreased. Then we remove the entire characteristic. This removes the whole feature/attribute. See the examples below. The age column has been removed. We assign a value to the missing values. If you believe that the trait is essential enough to include in the training. You can fill in the blanks. You can fill up the missing data with the median, mean, or zeros. The computed median will be used to replace any missing values. Also, once we've filled the property, you'll note that the mean value has changed.