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Github repo link:

Problem description

ABC Bank wants to sell it's term deposit product to customers and before launching the product they want to develop a model which help 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)

Name: Bank Marketing (Campaign)

Report date: 15.05.2021

Internship Batch: LISP01

Version:1.0

Data intake by: Irem Tanrıverdi

Data intake reviewer: intern who reviewed the report

Data storage location: <https://archive.ics.uci.edu/ml/datasets/Bank+Marketing>

Tabular data details:

Name: Bank-full.csv

Total number of observations	45211
Total number of files	1
Total number of features	17
Base format of the file	.csv
Size of the data	4,6 MB

1. age (numeric)
2. job : type of job (categorical: 'admin.', 'blue collar', 'entrepreneur', 'housemaid', 'management', 'retired', 'self-employed', 'services', 'student', 'technician', 'unemployed', 'unknown')
3. marital : marital status (categorical: 'divorced', 'married', 'single', 'unknown'; note: 'divorced' means divorced or widowed)
4. education (categorical: 'basic.4y', 'basic.6y', 'basic.9y', 'high.school', 'illiterate', 'professional.course', 'university. Degree', 'unknown')
5. default: has credit in default? (categorical: 'no', 'yes', 'unknown')
6. housing: has housing loan? (categorical: 'no', 'yes', 'unknown')
7. loan: has personal loan? (categorical: 'no', 'yes', 'unknown') related with the last contact of the current campaign:
8. contact: contact communication type (categorical: 'cellular', 'telephone')
9. month: last contact month of year (categorical: 'jan', 'feb', 'mar', ..., 'nov', 'dec')
10. day_of_week: last contact day of the week (categorical: 'mon', 'tue', 'wed', 'thu', 'fri')
11. duration: last contact duration, in seconds (numeric)
12. campaign: number of contacts performed during this campaign and for this client (numeric, includes last contact)
13. pdays: number of days that passed by after the client was last contacted from a previous campaign (numeric; 999 means client was not previously contacted)
14. previous: number of contacts performed before this campaign and for this client (numeric)
15. poutcome: outcome of the previous marketing campaign (categorical: 'failure', 'nonexistent', 'success')

Output variable (desired target):

17. y: has the client subscribed a term deposit? (Binary: 'yes', 'no')