

Team member details:

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Project Problem:

Bank wants to use ML model to shortlist customer whose chances of buying the product is more so that their marketing channel (tele marketing, SMS/email marketing etc) can focus only to those customers whose chances of buying the product is more.

Business Problem:

Bank wants to use ML model to shortlist customer whose chances of buying the product is more so that their marketing channel (tele marketing, SMS/email marketing etc) can focus only to those customers whose chances of buying the product is more.

Problems:

There are no NA values in the given data set. Some variable like Age, Duration and balance has outliers. Duration (last contact duration, in seconds (numeric)) and balance have outliers and are right skewed which needs to be dealt. And the data is imbalance which could play a major role in predictions