Team member details:

Name	Email	Country	College	Specialization
Jagriti Bablani	bablani.jagriti@gmail.com	India	Manipal University	Data Science

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 rule in predictions

Recommendations:

1.Clients who buy the policy are more likely to fall between the age of 20-40 there are more number of clients beyond age of 60 who have bought the policy and median for no policy is higher. Retired clients are more likely to buy the policy.

2.Clients who do have default as their status are less likely to buy the policy.

3.Irrespective of the housing loan status there is a small difference(26%) between clients who have and not have housing loan and yet apply for the policy.

4.Clients with secondary and tertiary education are more likely to opt for the policy.

5.On average the call lasts for 426 seconds for the clients who opted for the policy and for clients who did not opt for policy the call lasted for 164 seconds which is lesser than clients who opt for policy. Thus clients spend more time on communication when they opt for the policy.

6.Clients are more likely to opt for policy from the month of May to October also in the month of September. Thus contact before the campaign brings more clients to opt for the policy.