Data Intake Report

Name: Bank Marketing (Campaign)

Report date: 25 sept 2021

Internship Batch: LISUM02

GitHub link: <https://github.com/jagriti02-2000>

Data intake by: Jagriti Bablani

## Tabular data details:

|  |  |
| --- | --- |
| Total number of observations | 4521 rows |
| Total number of files | 3 |
| Total number of features | 17 |
| Base format of the file | csv |
| Size of the data | 451KB |

## Proposed Approach:

The data is related with direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be ('yes') or not ('no') subscribed.

As it is a binary classification (2 response) problem after data preprocessing the a suitable model with best predictive power will be finalized.