Team Member Details:

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Problem Description:

ABC Bank wants to sell its term deposit product to customers and before launching the product they want to develop a model which helps 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).

Business Understanding:

The objective is to predict whether a particular client will subscribe for a term deposit, based on certain attributes, such as age, job, marital status, etc.

Project Lifecycle:

Data Acquisition → Data Cleaning/Preparation → EDA & Modeling → Deployment