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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).

EDA Performed on the Data

We used a variety of different data visualization techniques to analyze how different feature variables may have a correlation with the target (whether or not a client will subscribe for a term deposit). To do so, we looked at the distributions of the feature variables and the target variable, as well as the relationship between the feature variables and the target variable. We used histograms, scatterplots, as well as other types of plots in our analysis.

Final Recommendations

According to our analysis, there are many different factors that may affect whether a client will subscribe for a term deposit. However, exploratory data analysis alone does not tell us much about the relationship between those factors and the target variable (whether a client will subscribe for a term deposit). This means that we will need to use models such as logistic regression and/or random forest to get a better understanding of how certain factors affect whether a client will subscribe for a term deposit.

Github Repo Link: <https://github.com/janecondon/Data-Glacier-Internship-Group-Project.git>