DSS 740: Analytics with Machine Learning

Homework 4

1. Load the Predict Term Deposit Dataset.
2. Build two separate classification models to determine the outcome – whether the customer will subscribe to term deposit.
   - Perform data preprocessing to address outliers, missing data, scaling, removing unnecessary values or levels, and correcting spelling mistakes. For each step, provide a rationale.
   - Visualize and analyze the data (univariate and bivariate analysis) of relevant features.
   - If any feature is irrelevant, remove it.
   - If any new feature needs to be created, feel free to do so. Ensure adequate documentation describing the feature.
   - Train any two classification models and compare the results.
3. Summarize your findings and recommendation in an email addressed to the Senior Vice President of Deposits at your bank.