

Bank Marketing Classification

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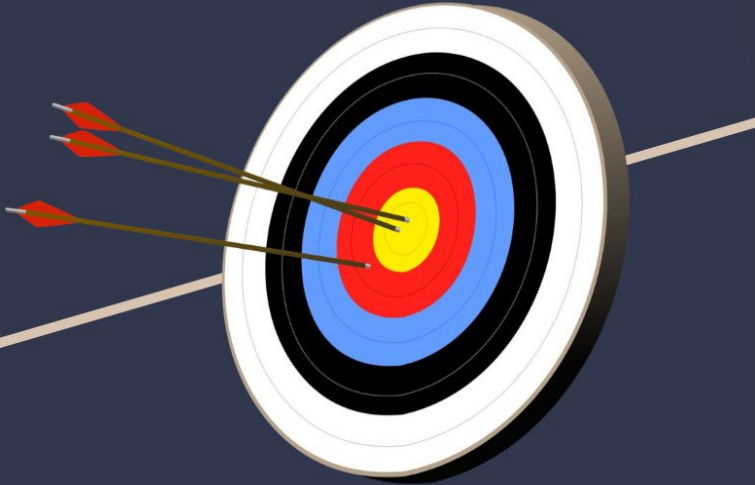
Viewing the Data

- 41888 phone calls to potential customers
- 20 features: Client data and Social/Economic attributes. Mix of categorical and numerical data.
- Class = yes deposit (1) or no deposit(0)
- Unbalanced data: 36548 no, 4640 yes



The Goal?

GOAL SETTING



- Create a model to accurately predict success of the bank marketing campaign - will customers subscribe to the term deposit?

