Group Name: Profit
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Github Repo link:
https://github.com/jshen1s1/BankMarketing

Problem description:
ABC Bank wants to sell its term deposit product to customers. Before launching the product they want to develop a model that helps them understand whether a particular customer will buy their product (based on the customer's past interaction with bank or other Financial Institution).

Business understanding:
- Current problem: The bank wants an ML model to shortlist customer whose chances of buying the product is higher so that they can focus on those customers.
- Object: Deploy a model that can predict customer behavior with an accuracy over 70%
- Constraints and Resources: The model should be able to handle an imbalanced dataset.
- Success Criteria:
    - 1. Resistance against noise in data
    - 2. Having an accuracy over 70%
    - 3. Able to access the model on a Web application.

Project lifecycle along with deadline:

Tasks	Due date
Data Analysis & Understanding	10/26/2023
Data Cleaning	11/2/2023
EDA Perform & Presentation	11/9/2023

Model Construction & Performance Report	11/16/2023
Model Evaluation & Deploy	11/23/2023
Final Presentation	11/30/2023