



**Data Glacier**

Your Deep Learning Partner

# ABC Bank Marketing Project lifecycle

LISUM 04

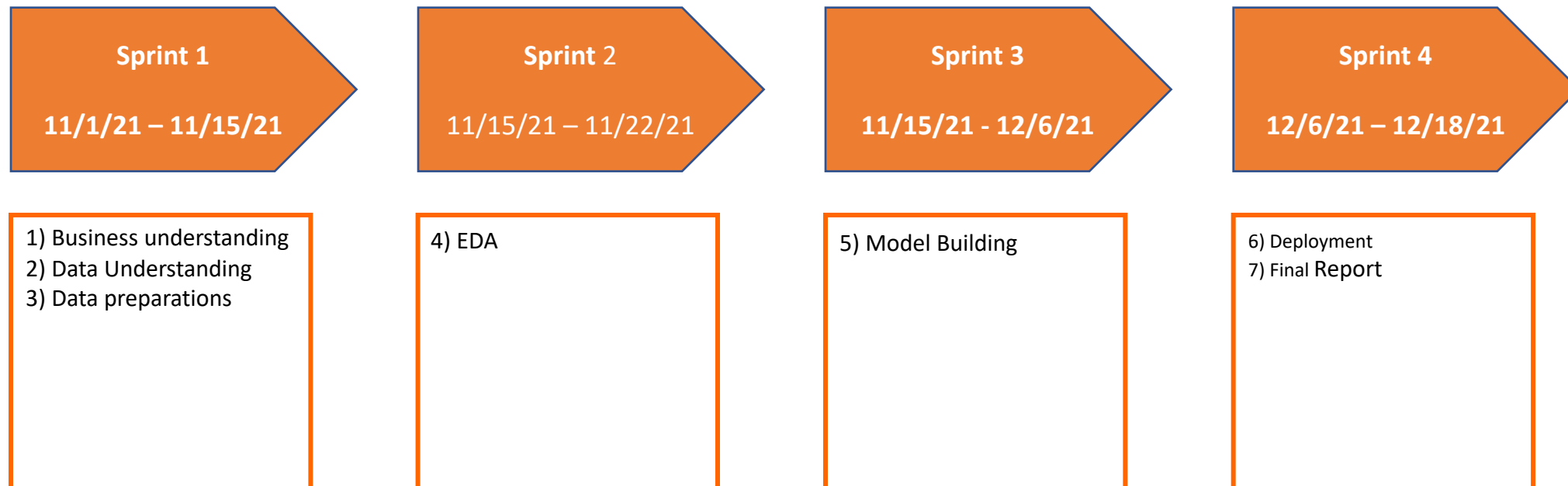
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# Agenda

Project Planning and Lifecycle

According to ABC Bank needs, the project is divided into 4 sprints of 1 week each:





### Sprint 1

- 1) Business understanding
- 2) Data Understanding
- 3) Data preparations

### Sprint 1 Backlog :

#### 1 - Business Understanding:

- a. Data Intake Report
- b. GitHub Repository
- c. Project Lifecycle

#### 2 - Data Understanding:

- a. Data and Feature's exploration
- b. Final questions about the business

#### 3 – Data Preparation

- a. Data wrangling
- b. Data Preparation for EDA



Sprint 2  
Week 8

4) EDA

### Sprint 2 Backlog :

#### 1 – Exploratory Data Analysis

- a. Missing Values
- b. Outliers and Anomalies
- c. Feature Engineering
- d. Encoding
- e. Scaling
- f. PCA/SVD



Sprint 3  
Week 9

5) Model Building

### **Sprint 3 Backlog : 1 – Models Building**

- a. Models Building
- b. Model Selection
- c. Performance Reporting



Sprint 4  
Week 10

6) Deployment  
7) Final Report

#### **Sprint 4 Backlog :**

##### **1 – Model Deployment**

- a. Local Deployment
- b. Web Deployment
- c. ML Metrics to Business Metrics

##### **2- Final Report**

- a. Final presentation to non-technical people

# Thank You