

Group Detail

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Problem Description

ABC bank is about to launch its new product, a term deposit. Before the launching, they want to develop a model which help 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).

We were provided with a dataset of clients and features in csv format ("bank-additional-full.csv").

The dataset has the following information:

Gitub Repo Link

https://github.com/jvsolorzano96/bank_marketing_campaign/tree/main/Week%2010%20-%20EDA

Final recommendation

Following the guideline we have been working on, as our main objective is to develop a realistic model and with as low bias as possible, we are going to analyze the kept of "nulls" ("unknown") but considering "unknown" as an own category. We are not going to make any imputation, but we think we can lose valuable information if we delete the whole feature.