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).

Business Understanding

Check pdf file "Business Understanding" in "Week 7 - Business and Data understanding".

Project lifecycle

Check pdf file "Project lifecycle" in "Week 7 - Business and Data understanding".

Data Intake Report

Check pdf file "Data Intake Report" in "Week 7 - Business and Data understanding".

Gitub Repo Link

https://github.com/jvsolorzano96/bank_marketing_campaign/tree/main/Week%207%20-%20Business%20and%20Data%20understanding