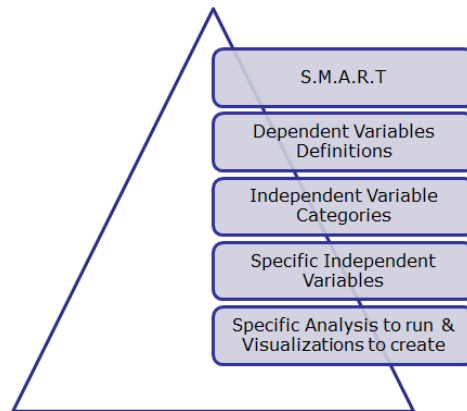


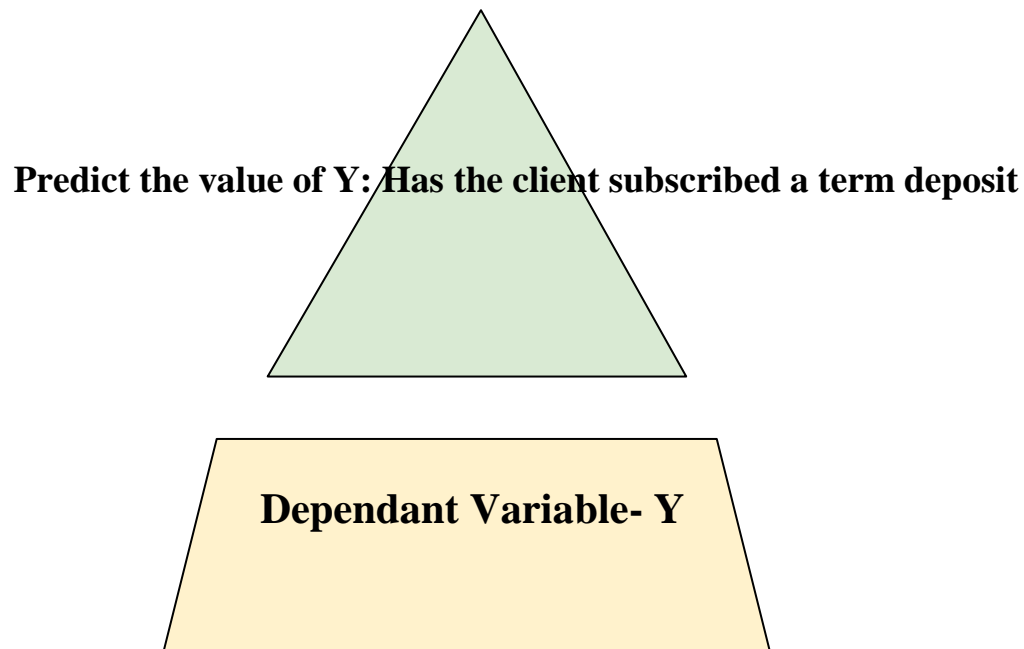
Structural Pyramid Analysis Plan



Structured Analytical plan or Structured design plan are architectural methods that are formulated in order to analyze the data provided in accordance to the actions to be taken on it, and the information that is to be extracted from that data in a precise and efficient manner.

Here, we present some SMART (SPECIFIC. MEASURABLE . ATTAINABLE. RELEVANT. TIMELY) goals to display the most relevant entities of our dataset.

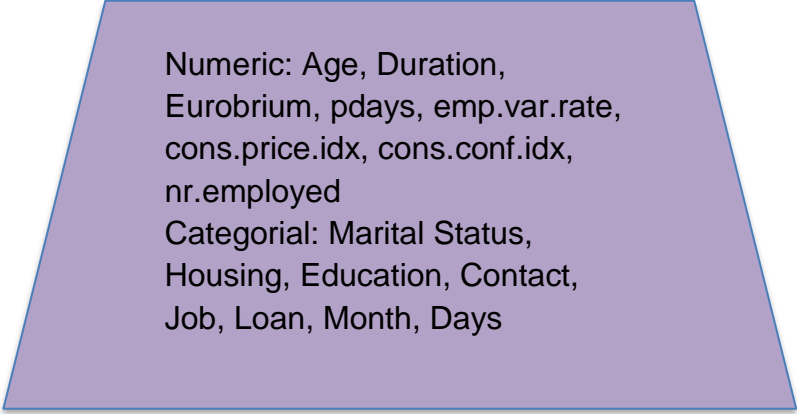
DEPENDENT VARIABLE:



Here, the dependent variable is “y” that has two levels mainly ie. yes, no.
Yes = states the no of people that have subscribed to the term deposit
No = states the no of people that declined to the term deposit.

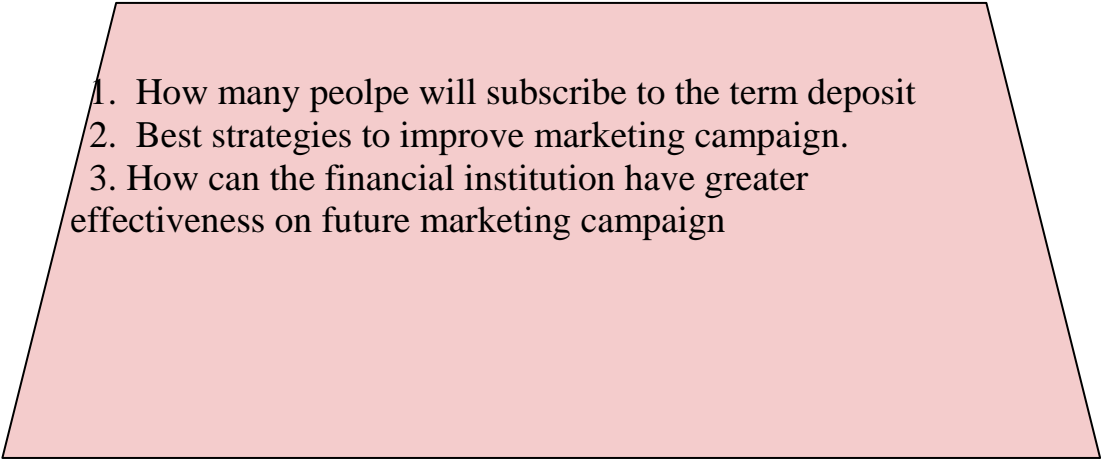
INDEPENDENT VARIABLE:

Next Step is to analyze the independent variables categories to be considered to predict the final value of Y. Below are a few variables we will be considering for our analysis.



Numeric: Age, Duration,
Eurobrium, pdays, emp.var.rate,
cons.price.idx, cons.conf.idx,
nr.employed
Categorical: Marital Status,
Housing, Education, Contact,
Job, Loan, Month, Days

QUESTIONS RAISED:

- 
1. How many peolpe will subscribe to the term deposit
 2. Best strategies to improve marketing campaign.
 3. How can the financial institution have greater effectiveness on future marketing campaign

The next stage involves raising specific questions about possible interactions between the types of data.

We have raised the above three questions.