DATA SCIENCE INTERNSHIP - DATA GLACIER

Project: Bank Marketing (Campaign) -- Group Project

Group Name: Kesimoji

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Specialization: Data Science

Countries: Turkey, US, Canada, UK

Problem Description:

One bank wants to sell its term deposit product to customers before launching the product. To save their resource and time, they want to know what kind of customers they should focus on, and then they can put more advertisements to these customers, who have more chances of buying the product. Thus, our problem is to pick up this kind of customer, based on customers' past interaction with this bank or other financial institutions. We are going to use the customers' data to build some machine learning models and then, select customers who most likely buy the product.

Business Understanding:

Bank wants to use ML model to shortlist customer who are more tend to by the products, so that their marketing channel (tele marketing, SMS/email marketing etc.) can focus only on those customers who are more willing to buy the products.

The data used include a range of features of customers, like age, gender, income, have personal loan or not, and other features. The model will find customers with which features are more likely to buy products, and according to these features, to judge if a person will be a customer(yes/no)
This will save resource and their time (which is directly involved in the cost (resource billing)).

Project Lifecycle:

Weeks	Plan	Deadline
Week 7	Problem statement and Introduction	19 August 2022
Week 8	Data preprocessing and Feature Extraction	26 August 2022
Week 9	Exploratory Data Analysis	2 September 2022
Week 10	Model Building and Selection	9 September 2022
Week 11	Performance Reporting + EDA Presentation	16 September 2022
Week 12	Flask and Heroku Deployment	23 September 2022
Week 13	Final Project Report and Code	30 September 2022