

**Project 2:**  
Bank Marketing

**Students**: Matt Farrow, Michael Olheiser, Edward Roske

**Professor**: Dr. Jacob Turner

**Class**: MSDS 6372

**Date**: November 28, 2020

# Introduction

Someone, INSERT TEXT HERE. Use Styles for Headings (next level down is Heading 2).

# Data Description

Someone, INSERT TEXT HERE. Use Styles for Headings (next level down is Heading 2).

# Exploratory Data Analysis

Someone, INSERT TEXT HERE. Use Styles for Headings (next level down is Heading 2).

# Data Cleanup

Someone, INSERT TEXT HERE. Use Styles for Headings (next level down is Heading 2).

# Model 1 – Interpretable Model

Someone, INSERT TEXT HERE. Use Styles for Headings (next level down is Heading 2).

# Model 2 – Complicated Model

Someone, INSERT TEXT HERE. Use Styles for Headings (next level down is Heading 2).*As a reminder, this model should contain interactions, feature engineering, transformations, and/or polynomials.*

# Model 3 – Discriminant Analysis Model

Someone, INSERT TEXT HERE. Use Styles for Headings (next level down is Heading 2).

# Model 4 – Non-parameterized Model

Someone, INSERT TEXT HERE. Use Styles for Headings (next level down is Heading 2).

# Overall Conclusion

Someone, INSERT TEXT HERE. Use Styles for Headings (next level down is Heading 2).

**OVERALL PAPER (not including title, table of contents, and appendix) should be approximately 7 pages.**

# Appendix

## Charts referenced in paper (not already included above)

## SAS or R Code – Exploratory Data Analysis

|  |
| --- |
|  |
|  |

## R Code – Data Cleanup

|  |
| --- |
|  |

## SAS Code – Model 1 (Interpretable Model)

|  |
| --- |
|  |

## R Code – Model 2 (Complicated model)

|  |
| --- |
|  |

## R Code – Model 3 (Discriminant Analysis Model)

|  |
| --- |
| R Code – Model 4 (Non-parametric Model) |