

MLS-8: Python for Machine Learning

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Problem Statement and Objective

Problem Statement

DirectMap Bank, located in the UAE, specializes in conducting direct marketing campaigns aimed at promoting term deposits to its customers. The bank conducts phone-call campaigns to reach out to potential subscribers. However, despite the bank's efforts, it faces challenges in effectively identifying customers who are more likely to subscribe to term deposits. These challenges include difficulties in understanding customer preferences, inefficient utilization of resources, and a lack of personalized targeting strategies. The bank has initiated various initiatives, such as increasing the number of campaign contacts and refining communication methods, to address these issues.

Objective

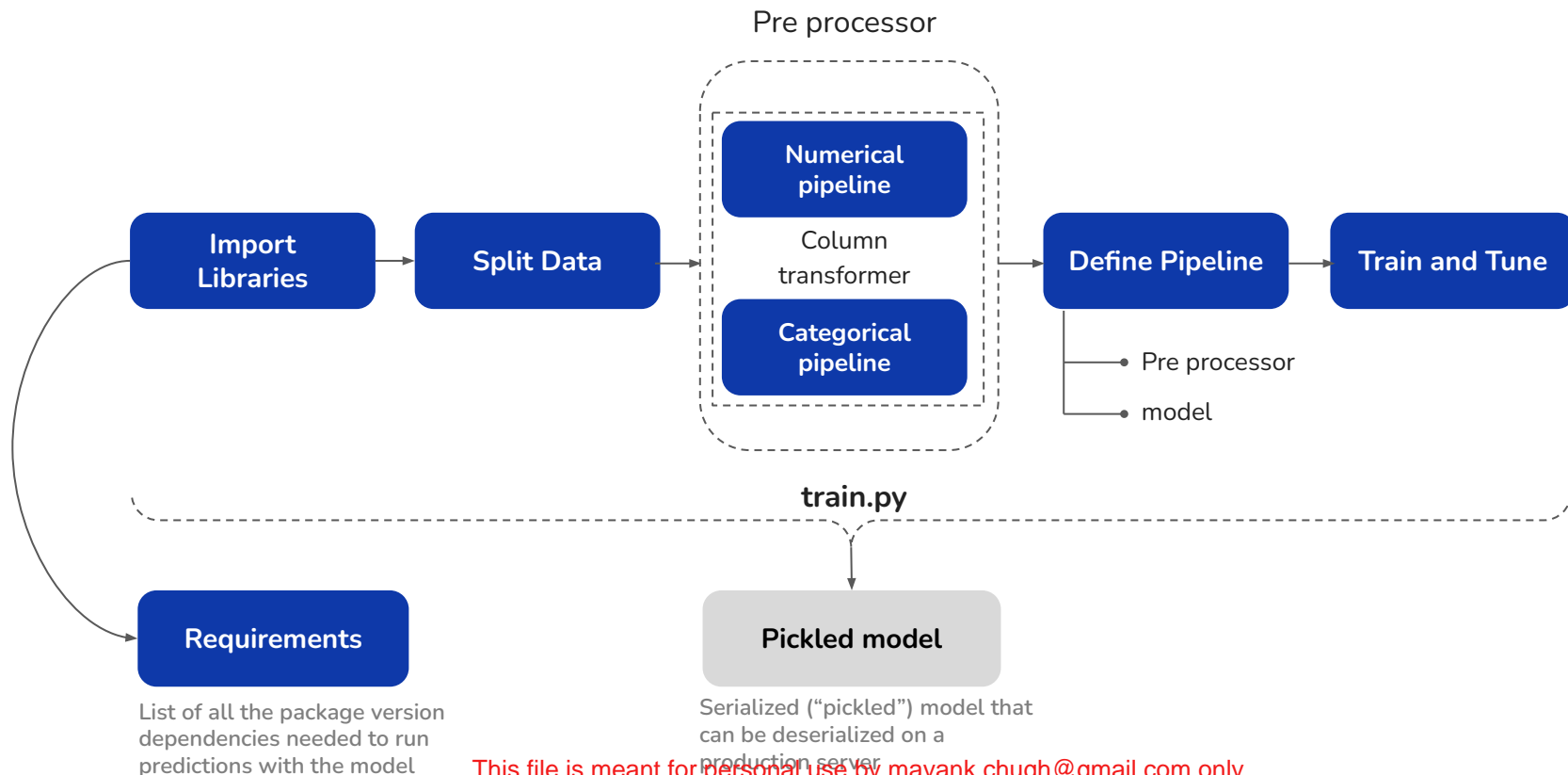
As a Data Scientist hired by DirectMap Bank, the objective is to analyze the direct marketing campaign data and develop a predictive model that can accurately identify customers who are more likely to subscribe to term deposits

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Solution Approach



Power Ahead!

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