

Group Name: Individual

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## Group Project: Week 7

Instructions:

1. Problem description
2. Business understanding
3. Project lifecycle along with deadline

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## Steps

### 1. Problem Description

ABC Bank wants to sell its term deposit product to customers and before launching the product 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). To solve this problem, we will need to predict whether or not the client will subscribe to a term deposit.

### 2. Business Understanding

The ABC Bank wants to use ML model to shortlist customer whose chances of buying the product is more so that their marketing channel (tele marketing, SMS/email marketing, etc.) can focus only to those customers whose chances of buying the product is more. This will increase productivity and efficiency in selling their products.

### 3. Project Lifecycle

Week Number	Submission	Submission Date
Week 7	Problem Statement, Business Understanding, Project Lifecycle	7/19/23
Week 8	Data Understanding	7/26/23
Week 9	Data Cleansing and Transformation	8/2/23
Week 10	Exploratory Data Analysis	8/9/23
Week 11	EDA Presentation	8/16/23
Week 12	Dashboard	8/23/23
Week 13	Final Presentation	8/30/23