**Problem statement formation**

A Portuguese banking institution wants to predict if a client will subscribe a term deposit or not during or after a direct marketing campaign.

**Context**

This is a Kaggle.com competition dataset that was modified from the marketing dataset posted on UCI repository by a Portuguese bank. The original dataset has been stressed significantly so that the rows can't be traced back to the original one. The competition is related to a direct marketing campaign where the goal is to predict if a client will subscribe a term deposit or not.

**Criteria for success**

Find the correct model for prediction.

**Scope of solution space**

The prediction will be made according to the given parameters.

**Constraints**

Data has 22 columns and are from only one year.

**Stakeholders**

CEO of the Portuguese banking institution

Head of the Marketing department

Head of Data team

**Data sources**

https://www.kaggle.com/c/ml1819-bank-marketing/data