Group Name: The Greeks

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GitHub Repo Link: https://github.com/mihalis2412/Bank-Marketing-Campaign

Problem Description: ABC Bank wants to sell its term deposit product to customers. Before launching the product, they want to develop a model which will help them understand whether a particular customer plans to buy their product or not (based on customer's past interaction with the bank or other Financial Institution).

Proposed approach: To begin with**,** in this assignment we work as a team, so we merge the code of each individual. The first thing we do, is to import the data and view the number of missing values that needs to be handled. After that, in the columns that contain missing values, we check how the data is distributed based on the labels of each variable. In the cases where the most frequent label has by far more data points than the other labels, we replace the missing values using the mode value. Otherwise, where the data points are more or less equally distributed among the labels, we replace the missing values using a random label from the existing ones. We avoid removing any observations (rows, columns) with missing data because it may result in a model with bias and loss of information.