

Week 8: Data Overview

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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 helps 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).

Data Understanding:

The data is related with direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be ('yes') or not ('no') subscribed. The classification goal is to predict if the client will subscribe (yes/no) a term deposit (variable y).

Exploratory Data Analysis:

I have analyzed the dataset and found that there are many binary data having "Y" and "N" values. I mapped each of the data to 1 and 0 respectively. Also, I find no null values in the dataset and hence there was no need of handling it. I checked the numerical columns and found that one of the features is having some outliers and we handled it using log transformation.

Github Link: <https://github.com/mostafafakhra/DataGlacierInternship---30-July-to-30-October-2022>

Submitted by: *Mustafa Fakhra*

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