Week 7: Problem Understanding

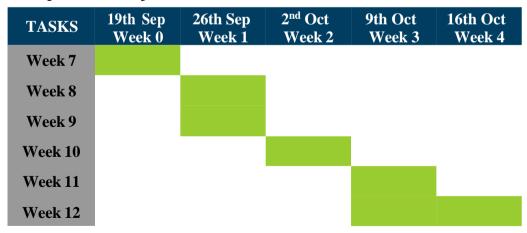| Team Name:			SAAN		
SL. No	Name	Email	Country	College / Company	Specialization
1	Mustafa Fakhra	mostafafakhra@hotmail.com	UAE	Rasan	Data Science

Problem Description:

ABC Bank wants to sell it's 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).

Business Understanding:

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 save resource and their time (which is directly involved in the cost (resource billing)). Develop model with Duration and without duration feature and report the performance of the model. Duration feature is not recommended as this will be difficult to explain the result to business and also it will be difficult for business to campaign based on duration.

Project Lifecycle:

TASKS	19th Sep Week 0	26th Sep Week 1	2nd Oct Week 2	9th Oct Week 3	16th Oct Week 4
Week 7	███				
Week 8		███			
Week 9		███			
Week 10			███		
Week 11				███	
Week 12				███	███

Data Intake Report:

Name: **Bank Marketing – Data Science**
Report date: **12th September 2022**

Internship Batch: **LISUM12**
Version: **1.0**
Data intake by: **Mustafa Fakhra**
Data intake reviewer: **Mustafa Fakhra**
Data storage location: https://github.com/mostafafakhra/DataGlacierInternship---30-July-to-30-October-2022

Tabular data details:

Total number of observations	3424
Total number of files	2
Total number of features	17
Base format of the file	.csv
Size of the data	566 KB

GitHub Repository:

Project Link: https://github.com/mostafafakhra/DataGlacierInternship---30-July-to-30-October-2022

Submitted by: *Mustafa Fakhra*

Date: *12th September 2022*