Capstone Project 1: Project Proposal

Santander Customer Satisfaction

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1. **What is the problem you want to solve?**

   We deal with bank customers' profiles and want to predict their happiness.

2. **Who is your client and why do they care about this problem? In other words, what will your client do or decide based on your analysis that they wouldn't have done otherwise?**

   Customer satisfaction is an important factor for businesses. Every business wants to know happy and unhappy customers to take action. We will predict Santander Bank customers' happiness. So they can take action before they leave the bank.

3. **What data are you using? How will you acquire the data?**

   I will be using data from a Kaggle project.

The source link:

[Santander Customer Satisfaction](#)

This data set has 370 anonymous features. Target feature is binary happy or unhappy customers. The goal is to predict customers' satisfaction.

4. **Briefly outline how you'll solve this problem. Your approach may change later, but this is a good first step to get you thinking about a method and solution.**

Planning Steps

1. Looking at missings values. Investigate columns for their missing values. Basic Imputing
2. Feature Selections
3. Investigate selected features, visualize them. Try to extract new features
4. Apply machine learning algorithms

5. **What are your deliverables? Typically, this includes code, a paper, or a slide deck.**

My deliverables will be the Jupyter notebook that includes codes and some notes. I will also prepare a paper that summarizes the key results from the project.