

BANK MARKETING (CAMPAIGN)

WEEK 7

Group Name	Tentacool
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Country	Türkiye
Specialization	Data Science

1. Problem description:

ABC Bank is preparing to launch a term deposit product and seeks to develop a predictive model to determine if customers will purchase the product based on their past interactions with the bank or other financial institutions.

2. Business understanding:

The primary objective is to construct a Machine Learning model capable of predicting the outcomes of each customer's marketing campaign. The focus is on understanding the factors influencing these outcomes to enhance campaign effectiveness. By analyzing past interactions, the model aims to identify features that significantly impact the likelihood of customers subscribing to the term deposit product. Categorizing customer groups that have previously subscribed enables the bank to target future marketing campaigns more effectively.

The proposed ML model will serve to shortlist customers with a higher probability of purchasing the term deposit. This strategic approach allows marketing efforts, such as telemarketing, SMS, or email marketing, to be directed specifically at customers with an increased likelihood of product subscription. The overarching goal is to optimize resource allocation, save time, and enhance the overall efficiency of marketing strategies, contributing to the successful launch of the term deposit product.

3. Project life cycle along with deadline:

Week	Tasks to be completed	Due date
7	Data Intake Report and Project Life Cycle	Nov 19, 2023
8	Data Understanding and Data Preprocessing	Nov 26, 2023
9	Data Cleansing and Transformation	Dec 2, 2023
10	Exploratory Data Analysis	Dec 9, 2023
11	EDA Presentation and Proposed ML Models	Dec 16, 2023
12	Model Selection and Model Building	Dec 23, 2023
13	Final Project Report and Code	Dec 30, 2023

Data Intake Report

Name: Bank Marketing (Campaign)

Report date: 17-11-2023

Internship Batch: LISUM26

Version: 1.0

Data intake by: Murat Kiran

Data intake reviewer: -

Data storage location: <https://github.com/murattkiran/Bank-Marketing-Campaign-DG-Final-Project>

Tabular data details: bank-additional-full

Total number of observations	41188
Total number of files	1
Total number of features	21
Base format of the file	csv
Size of the data	5.56 MB