

## Week 7 assignment

Batch code: LISUM01  
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Submitted to: Data Glacier  
Group Name: Avengers

### Team member's details:

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### Problem description

XYZ bank wants to roll out Christmas with personalized offers to their customers. The group up process needs to be automated and can't exceed 5 groups in total as a result.

### Business understanding

One important variable to measure the success of the project is assigned category of the client and best product fit for the client list.

Classification, What Christmas offer should we give this customer based on these features: household income, account type, we can give them

### Objectives:

- So based on the age, gross income of household, saving account, funds, mortgage etc., tell me which category I should put this client into so that I can offer them either family based, individual based, expensive Christmas offer
- Perform clustering to get the most relevant kind of product for each client, Evaluate N (number of clusters) if it is optimal for the business

- Specify the accuracy of each client prediction

About the data sources, we can utilize holidays dates, Spain population data and the implicit client table given by XYZ bank to do a clustering unsupervised machine learning classification.

Category(offer) A (top tier clients, low risk, reliable, very high household income)

Category(offer) B (Very mild high household class income)

Category(offer) C (mild risk, medium income, reliable)

Category(offer) D (high risk, low income, less reliable)

Category(offer) E (very high risk, low income, highly unreliable)

#### Project lifecycle along with deadline

- Data gathering/frequency (web scrapping, 3rd party Appositional Appositional, etc)
- Feature engineering(outlier(noise), missing (NAN) values, imbalance dataset, proper format style, data cleaning(standardized), derived features, statistical analysis, data analysis)
- Feature selection (dimension reduction analysis, Pearson correlation, heat map, extra tree analysis, Pearson features etc)
- Model creation (which model? hyper parameter optimization, hyper parameter training)
- Test the model (confusion matrix, Roach score) or back to data gathering or feature engineering
- Production deployment
- Circle CI, Hadoop, aws, time series data, imbalance, outliers, problems face and how I fixed it, 5-6 models (linear, random linear, random,)

|                 |  |
|-----------------|--|
| 19 - 25 July    | Problem description, Business understanding, Project lifecycle along with deadline |
| 26 July – 1 Aug | Data understanding, choose what type of data you have got for analysis             |
| 2 – 8 Aug       | Data cleansing and transformation done on the data                                 |
| 9 – 15 Aug      | EDA performed on the data  |
| 16 – 22 Aug     | EDA Presentation and proposed modeling techniques                                  |
| 23 – 29 Aug     | Model Selection and Model Building   |
| 30 Aug – 5 Sep  | Final Project Report and Code  |

| Weeks                    | Responsibilities   |  |  |   |
|--------------------------|--|--|--|---|
| Members                  | Christopher  | Vincent  | Anye   | Neil  |
| Week7                    | Preprocessing and cleaning, Problem description, Business understanding, Project lifecycle along with deadline | Preprocessing and cleaning, Problem description, Business understanding, Project lifecycle along with deadline | Preprocessing and Project proposal, Problem description, Business understanding, Project lifecycle along with deadline | Preprocessing and Project proposal . Problem description, Business understanding, Project lifecycle along with deadline |
| Week8<br>26 July – 1 Aug | Feature selection<br>Data understanding, choose what type of data you have got for analysis                    | Feature selection<br>EDA performed on the data   | Feature selection.<br>EDA performed on the data  | Feature selection,<br>EDA performed on the data   |
| Week9                    | Feature engineering, Data cleansing and transformation done on the data  | Feature engineering, Data cleansing and transformation done on the data  | Data cleansing and transformation done on the data   | . Data cleansing and transformation done on the data  |
| Week10                   |  |  |  |   |
| Week 11                  | Model creation and testing, SVM,   | Model creation, naïve baiyes,  | Result Analysis, KNN   | Result Analysis, random forest  |

|         |  |  |                                     |                                     |
|---------|--|--|-------------------------------------|-------------------------------------|
| Week 12 | deployment,<br>Write Report<br>and Harmonize | deployment,<br>Write Report<br>and Harmonize | Write Report<br>and Harmonize       | Write Report<br>and Harmonize       |
| Week13  | Final Project<br>Report and<br>Code          | Final Project<br>Report and<br>Code          | Final Project<br>Report and<br>Code | Final Project<br>Report and<br>Code |