**Team member's details:**

**Group Name:** ConvoNet

| Names | **A.M.N.C. Attanayake** | **J.M.T.C. Jayaweera** |
|---|---|---|
| Email | nimashaca@gmail.com | chinthaka0531@gmail.com |
| Country | Sri Lanka | Sri Lanka |
| College/Company | SEUSL | SEUSL |
| Specialization | Data Science | Data Science |

**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 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.

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.)

**Business understanding:**

ML models will analyze the purchase history of a customer, other relevant data and based on that they identify the most suitable customers to sell a specific product. The algorithm will identify hidden patterns among the customers and will then find whether the customer will buy the product or not. Such a model will enable focus only on those customers whose chances of buying the product are more. It will directly involve the cost.

**Project lifecycle along with deadline:**

Since we late to do submissions, we planned to do Final project within 7 days.

| Task | Day | | | | | | |
|---|---|---|---|---|---|---|---|
| | **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| Week 7: Deliverables | ■ | | | | | | |
| Week 8: Deliverables | | ■ | | | | | |
| Week 9: Deliverables | | | ■ | | | | |
| Week 10: Deliverables | | | | ■ | | | |
| Week 11: Deliverables | | | | | ■ | | |
| Week 12: Deliverables | | | | | | ■ | |
| Week 13: Deliverables | | | | | | | ■ |

**Data Intake report:**

Tabular data details:

| cab_data | |
|---|---|
| Total number of observations | 41188 |
| Total number of files | 1 |
| Total number of features | 20 |
| Base format of the file | csv |
| Size of the data | 570 KB |

**Github Repo link:**

https://github.com/nimasha1228/Data-Science-Bank-Marketing-Campaign