

Week 7 Deliverable

Group Name: Neural Nomad

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Problem Description:

ABC Bank seeks to develop a predictive model to determine the likelihood of customers subscribing to their term deposit product based on historical interactions. The objective is to leverage machine learning techniques to identify potential customers who exhibit a higher propensity to purchase the product. This will enable the bank to efficiently target and prioritize customers with a greater likelihood of engagement, thereby optimizing marketing efforts and improving conversion rates.

Business Understanding:

With the implementation of a machine learning predictive model, the bank will be able to identify customer segments that are more likely to subscribe to the term deposit product. This insight will enable the bank to optimize its marketing strategies by directing efforts toward high-potential customers, thereby enhancing the effectiveness of future campaigns. By refining the target audience, the bank can improve resource allocation, reduce marketing costs, and ultimately increase profit margins through more efficient customer engagement.

Project Lifecycle:

- Week 7 (ddl: Dec 26): Create Github repo and finish data intake report.
- Week 8 (ddl: Jan 2): Understand the data and write approaches of how to process it.
- Week 9 (ddl: Jan 9): Perform data cleaning and transformation.
- Week 10 (ddl: Jan 16): Perform EDA.
- Week 11 (ddl: Jan 23): Create EDA presentation to audiences in business area.
- Week 12 (ddl: Jan 30): Construct models and choose appropriate ones to explain predictions.
- Week 13 (ddl: Feb 6): Select the best solution and create presentation slides.