**Data Science: Case Study**

XYZ bank wants to understand how the customers will respond to a campaign on term deposit. In order to do this analysis, they have sought your professional help. They are sharing with you customers’ demographics and socio-economic data along with result of past campaigns

They want to understand:-

1. What factors impact the customers’ buying decision most?
2. Develop a scoring model to understand customers’ propensity of purchase and hence decide the priority of the campaigns? (i.e. which customers must be called, when the others can be ignored, if the marketing team has a budgetary constraints).



**PS:** Please email your answers, code & model to [maheshkumar\_tambi@infosys.com](mailto:maheshkumar_tambi@infosys.com) latest by 1:30 PM today