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Bank Marketing

Predict Term Deposit Subscriptions in Bank

The dataset we found it on kaggle.com and it gives us information about a marketing campaign of a financial institution in which you will have to analyze in order to find ways to look for future strategies in order to improve future marketing campaigns for the bank.

To perform exploratory data analysis and build machine learning model to Predict Term Deposit Subscriptions in Bank. it will be supervised machine learning and this model will try to solve the classification problem like whether client will subscribe the term deposit in bank or not.

Dataset:

marketing bank dataset uploaded originally in the UCI Machine Learning Repository.

The model and Target:

The model is RandomForestClassifier because of the target which I will use it to predict is Yes\No. That why I have chosen the classification models.

My Target or label:

1- deposit | object | has the client subscribed a term deposit?
(binary: 'yes', 'no').

Features are:

1. age | int64 | age in years
2. job | object | type of job (categorical: ['admin.' 'technician' ''])
3. marital | object | marital status (categorical: ['married' 'single' 'divorced'])
4. previous | int64 | number of contacts performed before this campaign and for this client....
5.

In my project I have used some libraries help me to write this project and finished at time such as Pandas NumPy matplotlib seaborn and sklearn etc.