**Project Title:** Bank Telemarketing Outcomes

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**Git Hub Link:** [https://github.com/panlovelyda/Project-4-Group-8.git](https://github.com/panlovelyda/Project-3-Group-8.git)

**Topic and Rationale:**

This project is based on a dataset from Portugal regarding a direct telemarketing campaign from a bank, offering clients long-term deposits. We hope to investigate the efficacy of machine learning in marketing using this dataset.

Some specific questions we hope to address by the end of the project are:

- How accurate is machine learning in predicting whether the client will accept the long-term deposit offered?

- Is the level of accuracy high enough to be considered useful?

- Is this likely to be something businesses will want to take up, considering how abstract ML can be?

**Data Source:**

·   <https://archive.ics.uci.edu/ml/datasets/Bank+Marketing>

TBC

**Libraries we plan to use:**

* Scikit-learn
* Matplotlib
* Pandas