Classification for Campaigning

Goal:

For the given marketing dataset, predict whether the customer will subscribe or not for a term deposit (yes/no)

Work with the following Steps:

Business Understanding-> Explore & Write short notes on dataset info & Business Problem

Data Understanding -> EDA, Visualizations, Insights on Raw data, Qualitative and Quantitative analysis, Class imbalance

Data Preprocessing -> Missing value & Outlier treatment, Numerical and Categorical feature Transformation, Feature selection for modeling.

Data Validation -> Selecting Dependent & Independent variables, and trying cross validation methods /train-test split.

Modeling -> Work on different classification models to predict binary outcome.

Algorithms to Try:

- ➢ Logistic Regression
- ➢ Decision Trees (CART)
- ➢ Naïve Bayes
- ➢ K-Nearest Neighbors
- ➢ Support Vector Machine
- ➢ Random Forest

Scoring should be: 'accuracy' and confusion matrix

Compare & Select Best Model

Insights on Total Analysis At the end.

Notes:

On each step of analysis make sure to write an insight within your IDE.

Dataset Ref: Kaggle