

# **Data Science Project**

## **Bank Marketing(Campaign)**

**Group Name: Team Winning Mode**

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**Problem Description:**

ABC Bank is planning to launch a new term deposit product and wants to identify potential customers who are more likely to purchase the product. They aim to develop a machine learning (ML) model based on customers' past interactions with the bank or other financial institutions. The purpose of this model is to assist in shortlisting customers with a higher probability of buying the term deposit, allowing the bank's marketing channels to focus their efforts and resources on those customers. By targeting the right customers, ABC Bank aims to optimize their marketing campaigns and save valuable resources and time.

**Data cleansing and Transformation:**

After importing all the required libraries and reading the data, we started to explore the dataset and performed a transpose operation on it.

The data was checked for null values, unique values, duplicates and outliers, which were treated necessarily.

**Github Repo link:**

<https://github.com/poojaravi05/Bank-Marketing-Campaign->