Data Science Project

Bank Marketing(Campaign)

Group Name: Team Winning Mode

Team Members:

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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.

Exploratory Data Analysis:

After cleaning and transforming the data, exploratory data analysis was performed on the dataset and few visualizations were added to better assess the data and to draw recommendations from them.

Github Repo link:

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