

Data Intake Report

Name: Bank Marketing Campaign

Report Date: 18.05.2023

Internship Batch: LISUM20

Version: 1.0

Data intake by: Guru Guha Narayanan Muthunarayanan

Data intake reviewer: Pooja Honneshwari Ravi

Data storage location:

Data Details:

1. Bank Data

Total Number of Observations	41188
Total Number of Features	22
Base Format of File	csv
Size of Data	5.56 MB

About the dataset:

The dataset includes various input variables that provide information about the clients and the marketing campaigns conducted by ABC bank. and consists of 41,188 instances with 20 input variables. The data is ordered by date, ranging from May 2008 to November 2010.

The classification goal of this dataset is to predict whether a client will subscribe to a term deposit or not. The target variable, denoted as 'y', has two possible values: 'yes' (indicating the client subscribed) or 'no' (indicating the client did not subscribe).