* **What is the problem you want to solve?**

The classification goal is to predict if the client will subscribe (yes/no) a term deposit (variable y).

* **Who is your client and why do they care about this problem? In other words, what will your client do or decide based on your analysis?**

Client is Portuguese bank. There is need to identify success of Bank Telemarketing in future. Bank wants to predict future results of marketing companies based on available statistics to identify potential customers.

* **Briefly outline how you’ll solve this problem. Your approach may change later, but this is a good first step to get you thinking about a method and solution**

Problem identification: Prepare a problem identification report.

Data wrangling: Loading data, structure it by cleaning data and get rid of NA values

Exploratory data analysis: A short EDA to get better view of data.

Pre-processing and training data development: Formulating hypotheses regarding individual factors (features) for conducting correct data clearing and data preparation for modeling.

Modeling: Building a pipeline for Cross Validation and Grid Search procedures (search for optimal parameters of the model)

Documentation: Conclusions and recommendations.

* What are your deliverables?

A GitHub repo containing the work completed for each step of the project, including:

■ A slide deck

■A project report