* **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. Bank wants to classify the potential customers who will subscribe the product in next campaign, so that they could minimize the cost of campaigns and focus on potential customer on priority. Bank will be able to identify success of Bank Telemarketing in future by predicting future results of marketing companies based on available statistics.

* **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 identify pattern of data. Get details of data source such as data types, handle Duplicates and Null values.

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). Model the data with available features and then tune 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