Ideas for Capstone Project – II

Please find below list of Ideas and their details, I found interesting.

1.Bank Loan Modelling (Personal Loan Classification Problem):

Source: <https://www.kaggle.com/itsmesunil/bank-loan-modelling?>

Rows:5k

Columns:14

This case is about a bank (Thera Bank) which has a growing customer base. The management wants to explore ways of converting its liability customers to personal loan customers (while retaining them as depositors). A campaign that the bank ran last year for liability customers showed a healthy conversion rate of over 9% success. This has encouraged the retail marketing department to devise campaigns to better target marketing to increase the success ratio with a minimal budget.

The department wants to build a model that will help them identify the potential customers who have a higher probability of purchasing the loan. This will increase the success ratio while at the same time reduce the cost of the campaign.

2. Online Shopper's Intention

Source: <https://www.kaggle.com/roshansharma/online-shoppers-intention>

Rows:12.3k

Columns:18

To do analysis on customer behavior on the website and classify if the customer will generate revenue or not.

3. Bank marketing campaigns dataset | Opening Deposit solution

Source: <https://data.world/xprizeai-ai/bank-marketing/workspace/project-summary?agentid=xprizeai-ai&datasetid=bank-marketing>

Kaggle: <https://www.kaggle.com/volodymyrgavrysh/bank-marketing-campaigns-dataset>

Rows: 411k

Columns: 21

The data is related with direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be ('yes') or not ('no') subscribed.