Problem Statement

Direct marketing is a form of communicating an offer, where organizations communicate directly to a pre-selected customer and supply a method for a direct response. Among practitioners, it is also known as direct response marketing. Mail, Phone calls, texting are among the most common modes used for direct marketing. These days many companies are shifting towards direct marketing campaigns due to various cost factors.

The data is related with direct marketing campaigns of Belgium banking institution. The marketing campaigns were mostly based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (Personal Loan) would be ('yes') or ('no')

Working with Data

Data has been split into two groups and provided in the module:

- training set
- test set

The training set is used to build your machine learning model. For the training set, we provide the term deposit value for each client.

The test set should be used to see how well your model performs on unseen data. For the test set, it is your job to predict term deposit value for each client.

Goal:

The goal of the problem is to predict whether a client will subscribe for a Personal Loan. For each client ID in the test dataset, you must predict whether the client will subscribe or not.

Metric to measure

Your score is the percentage of all correct predictions made by you. This is simply known as accuracy. The best accuracy is 1 whereas the worst is 0. It will be calculated as the total number of two correct predictions (True positive + True negative) divided by the total number of observations in the dataset.

Submission File Format:

You should submit a csv file with exactly 8332 entries plus a header row.

The file should have exactly two columns

- ID (sorted in any order)
- Term (contains 0 & 1, where 1 represents subscribed)