

```

> #Importing marketing dataset.
> bank_data<- read.csv("bank-full.csv",1,sep = ';')
> bank_data<-as.data.frame(bank_data)
> options(max.print=999999)
> library(naniar)
Warning message:
package 'naniar' was built under R version 3.5.2
> na_strings <- ("unknown")
> na_strings <-as.character(na_strings)
> #creating new set with missing value unknown changed to NA.
> bank_data1<- bank_data %>% replace_with_na_all(condition = ~.x %in% na_strings)
> View(bank_data)
> View(bank_data)
> #visualising missing values
> vis_miss(bank_data1)
> #remove/impute missing values
> #As per the above visualisation poutcome variable has 81 % of data missing
> #hence removing that variable.
> bank_data2 <-bank_data1[-16]
> bank_data2[["contact"]][is.na(bank_data2[["contact"]])] <- 0
> View(bank_data2)

```