

## Week 11 Deliverables

Group Name: Data Go

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## **Problem description**

The objective of this project is to develop a predictive model for ABC Bank to determine the likelihood of customers subscribing to their term deposit product. By analyzing customer interactions with the bank and other financial institutions, the machine learning model will identify potential clients who are more likely to purchase the product. This will enable the bank to optimize their marketing efforts by focusing resources on customers with a higher probability of conversion, thus enhancing campaign efficiency and reducing costs. The project will assess model performance with and without using the "duration" feature while also addressing any data imbalance through suitable techniques.

## **Github Repo link**

[https://github.com/yuh39/Bank\\_Marketing\\_Group\\_Project/tree/main/docs/Week11](https://github.com/yuh39/Bank_Marketing_Group_Project/tree/main/docs/Week11)