

## Team Details

Team Heatmap				
Name	Email	Country	College/Company	Specialization
Runa Veigas	<a href="mailto:runaveigas@gmail.com">runaveigas@gmail.com</a>	India	Manipal Academy of Higher Education (MAHE)	Data Science
Odaliz Balcazar	<a href="mailto:obalcazarm@uni.pe">obalcazarm@uni.pe</a>	Peru	National University of Engineering	Data Science
Jonatan Vignatti	<a href="mailto:j.vignatti@gmail.com">j.vignatti@gmail.com</a>	Chile	Federica Santa Maria Technical University	Data Science

## Problem Description

To design and develop a ML model to shortlist customer whose chances of buying the product is more so that their marketing channel (tele marketing, SMS/email marketing etc) can focus only to those customers whose chances of buying the product is more.

## Business Understanding

ABC Bank wants to sell it's term deposit product to customers and before launching the product they want to develop a model which help them in understanding whether a particular customer will buy their product or not (based on customer's past interaction with bank or other Financial Institution).

## Project Life Cycle

