

Data Intake Report

Name: Bank Marketing (Campaign) -Term Deposit Subscription Prediction

Report date: 19/08/2024

Internship Batch: LISUM35

Version:1.0

Data intake by: Sainad Reddy Naini

Data intake reviewer:

Data storage location: <https://archive.ics.uci.edu/dataset/222/bank+marketing>

Tabular data details: Bank_Full

Total number of observations	45211
Total number of files	1
Total number of features	17
Base format of the file	CSV
Size of the data	4.39 MB

Tabular data details: Bank_Additional_Full

Total number of observations	41188
Total number of files	1
Total number of features	21
Base format of the file	CSV
Size of the data	5.56 MB

Proposed Approach:

1. Data Understanding
 - Understand the data and identify any data-related problems.
2. Data Cleansing and Transformation
 - Check for null values, missing data, incorrect data types, and duplicates.
3. Exploratory Data Analysis (EDA)
 - Perform feature analysis and create visualizations.
4. EDA Presentation for Business Users
 - Create presentations based on EDA results for the business team
5. Model Selection and Exploration
 - Explore different models and evaluate their performance
6. Final Submission and Presentation