Project Name - Bank Marketing

Roll Nos. - (15BM6JP\_ \_) 12,13,18,19,40

Note:

Python Scikit and Numpy packages are used for the python codes.

Make sure these two packages are installed.

After importing all the packages necessary to run the code-sequence line by line.

Codes are commented and self-explanatory.

Details of parts in Python code:

Lines 8-43: Importing all the necessary packages/libraries from Scikit/Numpy

Lines 68-153: K-Means clustering

Lines 154-156: DBSCAN

Lines 191-304: Clustering based on dates based on Macroeconomic variables

Details of parts in R code:

Lines 3-24: Plots for Macroeconomic variables based on dates

Lines 51-116: Plots for customer profile variables

Lines 130-151: Clustering to find successful customer

Lines 198-209: Plots of successful customer based on Macroeconomic variables

Lines 206-261: Plots based on other variables