VIRTUAL INTERNSHIP

DATA SCIENCE

LISUM01

Business Understanding and Data Science Lifecycle

Name: Samuel Alejandro Cueva Lozano
Email: scueval07@gmail.com
Country: Perú

23/07/2021

Sumario

Business understanding

Business Background

Client
- ABC bank: Portuguese banking institution

Problem Description
- ABC Bank wants to sell it's term deposit product to customers and before launching the product they want to know whether a particular customer will buy their product or not (based on customer's past interaction with bank or other Financial Institution).

Business goal

Shortlist which customers have more chances to subscribe to the term deposit.

Data Science Solution

Machine Learning model to predict whether a certain customer is going to subscribe(yes or no) to the term deposit.

Target

Has the customer subscribed to the term deposit?(yes or no).
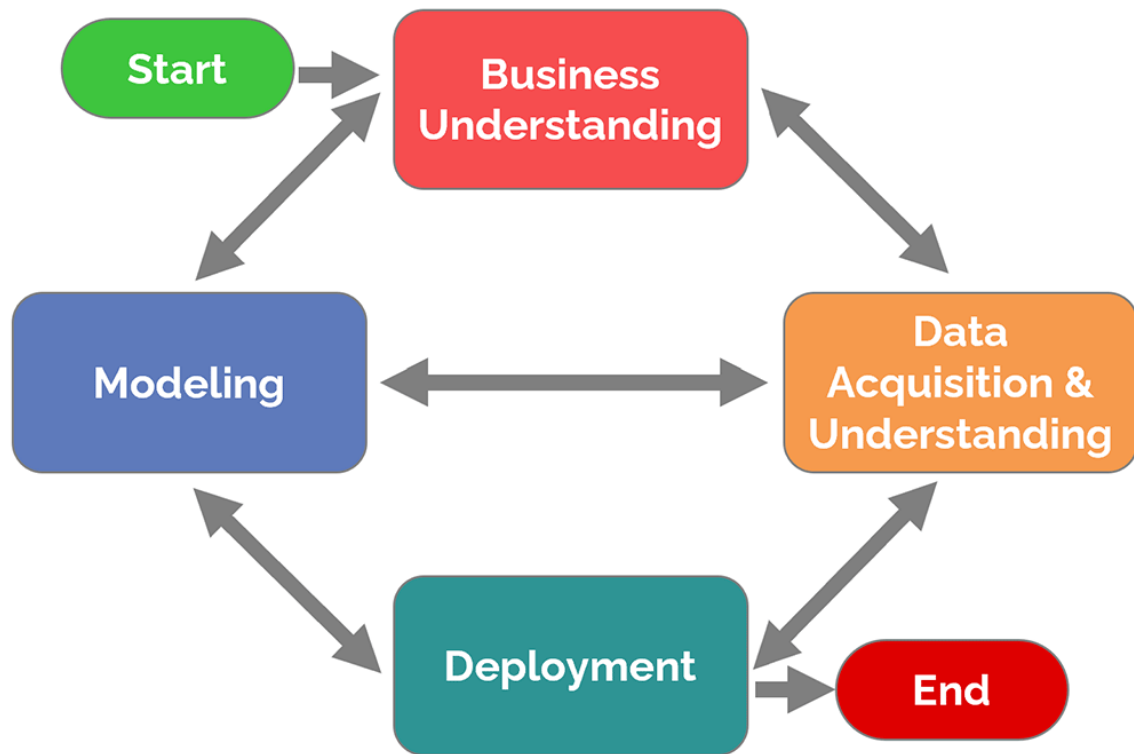
Metrics

Classification Accuracy: Rate of right predictions.

Precision: Rate of customers the model predicted to subscribe and actually did.

Sensibility: Rate of subscribed customers that the model was able to predict.

Area under Curve – ROC: Is a graph showing the performance of a classification model at all classification thresholds

Project lifecycle

Team Data Science Lifecycle (Based on Microsoft)

Deadlines

Start Date: 23/07/2021
End Date: 15/08/2021

- **Business Understanding:** 26/07/2021

- **Data Acquisition:** 30/07/2021

- **Modeling:** 06/08/2021

- **Deployment:** 13/08/2021