**Bank Analysis Release Notes**

**Introduction:**

**Banking - Analysis of Bank Marketing**

* The bank direct marketing data analysis is important work that helps the banks predict whether customers will sign long term deposits with the banks. The method that can predict such customers' needs can be profitable to the banks for improving their marketing campaign strategies.

**Compatible products:**

* We used a putty platform to analyze and test the given dataset through Pyspark, Machine learning and Grafana.

**Upgrades:**

* Bank deposits consist of money placed into banking institutions for safekeeping. These deposits are made to deposit accounts such as savings accounts, checking accounts and money market accounts. The account holder has the right to withdraw deposits funds, as set forth in the terms and conditions governing the account agreement.

* However, during the last decade, the incidence of non-performing loans has increased, which indicates that most of the bank's credit may have gone into the wrong hands. Most of the bank customers could not pay back large proportions of bank loans.

* Therefore, this project has been developed as a database for deposits for various categories which gives more benefits like

* Based on the highest number of subscriptions between the max and min number of ages.
* Client's term deposit with respect to their loan status.
* Subscription from young customers and students.
* Subscription for deposit through cellular and telephone.

**New Features:**

This project describes the analysis of the bank dataset which shows the subscription for bank deposits from various terms of people .

1. To verify whether the client’s have subscribed the term deposit or not.

2. We analyzed the number of clients contacted through cellular and telephone.

3.Analyzed the data of more clients in the age group and found the count of clients that have subscribed to the term deposit.

4.We have analyzed the count of the client's term deposit with respect to their loan status.

5.We identified which age group has the highest and lowest number of clients subscriptions.

6.Based on the clients education status we found the subscription count.

**TEAM B**

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