Bank marketing has many attributes that are useful to recognize similar clients behaviour. Basically, the dataset that is been used is data related to direct marketing campaigns of a Portuguese banking institution. Different modelling techniques can be used to predict the final outcome of the campaign that is client subscribed to the bank terms deposits or did not subscribe.

In this Project, the record of clients will be analyzed and prediction will be carried out based on clients’ personal details like their job, education, marital status etc

Tools used to carry out this assignment are Python Programming Language in Spyder IDE