Release Notes

**BANK ANALYSIS DATASET**

* **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:**

This project has been tested on the Putty platforms through Pyspark, MySQL, Machine learning and Grafana.

* **Upgrades:**
* Before getting in depth of term deposit, the main analysis of the flow and steps needs to be evaluated.
* The idea is to check and evaluate the client's/ customer who often has more in term subscriptions, which grabs the bank to devise their target customers and better channelize their marketing efforts.
* When the pandemic hit really bad, many customers weren't able to repay the loans and really felt left with no choices of their subscriptions.
* The banking analysis helps in getting the customer with a clear history of their accounts.

1. Subscription for deposit from retired people
2. Subscription from people who are having loans already.
3. Subscription from young customers and students.

* **New Features:**

The retail analysis dataset presented with the subscription for bank deposits which can be implemented for the advancement of the bank.

1. Are retired people more likely to subscribe for term deposits? (maybe they prefer safe investments)
2. If you already have loans, would you be less likely to subscribe to term deposits?
3. Do salaried people prefer it more than business owners who would invest money into their business rather than putting it in the bank?
4. Are married people more likely to subscribe for term deposits? (They may prefer having savings for their children?)
5. Are younger customers more likely to subscribe to term deposits compared to old customers(age>60)?

**TEAM D**

**Lasya Tlv**

**Sangeetha D**

**Santhosh. J**

**Shifana Tasneem M**