iNeuron

Project Title	Bank Marketing Analytics
Technologies	Business Intelligence
Domain	Banking & Finance
Project Difficulties level	Intermediate

Problem Statement:

The data is related to direct marketing campaigns (phone calls) of a Portuguese banking institution. The classification goal is to predict if the client will subscribe to a term deposit.

The data is related to direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be subscribed or not.

This dataset contains 4 files.:

1) bank-additional-full.csv with all examples (41188) and 20 inputs, ordered by date (from May 2008 to November 2010)

2) bank-additional.csv with 10% of the examples (4119), randomly selected from 1), and 20 inputs.

3) bank-full.csv with all examples and 17 inputs, ordered by date (older version of this dataset with fewer inputs).

4) bank.csv with 10% of the examples and 17 inputs, randomly selected from 3 (older version of this dataset with fewer inputs).

The smallest datasets are provided to test more computationally demanding machine learning algorithms

Find key metrics and factors and show the meaningful relationships between attributes.

Do your own research and come up with your findings

Dataset:

Original source link has been shared below:

https://archive.ics.uci.edu/ml/machine-learning-databases/00222/

Approaches:

Python, R, Tableau, Power BI or you can use any tools and techniques as per your convenience. We would appreciate your valid imagination in finding solutions

Project Evaluation metrics:

Code: As per the requirements

- You are supposed to write a code in a modular fashion
- Safe: It can be used without causing harm.
- Testable: It can be tested at the code level.
- Maintainable: It can be maintained, even as your codebase grows.
- Portable: It works the same in every environment (operating system)
- You have to maintain your code on GitHub.
- You have to keep your GitHub repo public so that anyone can check your code.
- Proper readme file you have to maintain for any project development.
- You should include basic workflow and execution of the entire project in the readme file on GitHub
- Follow the coding standards: https://www.python.org/dev/peps/pep-0008/

Database:

- You are supposed to use a given dataset for this project.

https://archive.ics.uci.edu/ml/machine-learning-databases/00222/

Submission requirements:

High-level Document:

You have to create a high-level document design for your project. You can reference the HLD form below the link.

Sample link:

HLD Document Link

Low-level document:

You have to create a Low-level document design for your project; you can refer to the LLD from the below link.

Sample link

LLD Document Link

Architecture: You have to create an Architecture document design for your project; you can refer to the Architecture from the below link.

Sample link

Architecture sample link

Wireframe: You have to create a Wireframe document design for your project; refer to the Wireframe from the below link.

Demo link

Wireframe Document Link

Project work:

You will have to share the Tableau Public Link of your work

You have to submit your code GitHub repo in your dashboard when the final submission of your project.

Demo link

Project code sample link :

Detail project report:

You have to create a detailed project report and submit that document as per the given sample.

Demo link

DPR sample link

Project demo video:

You have to record a project demo video for at least 5 Minutes and submit that link as per the given demo.

Demo link

Project sample link :

The project LinkedIn a post:

You have to post your project detail on LinkedIn and submit that post link in your dashboard in your respective field.

Demo link

Linkedin post sample link :