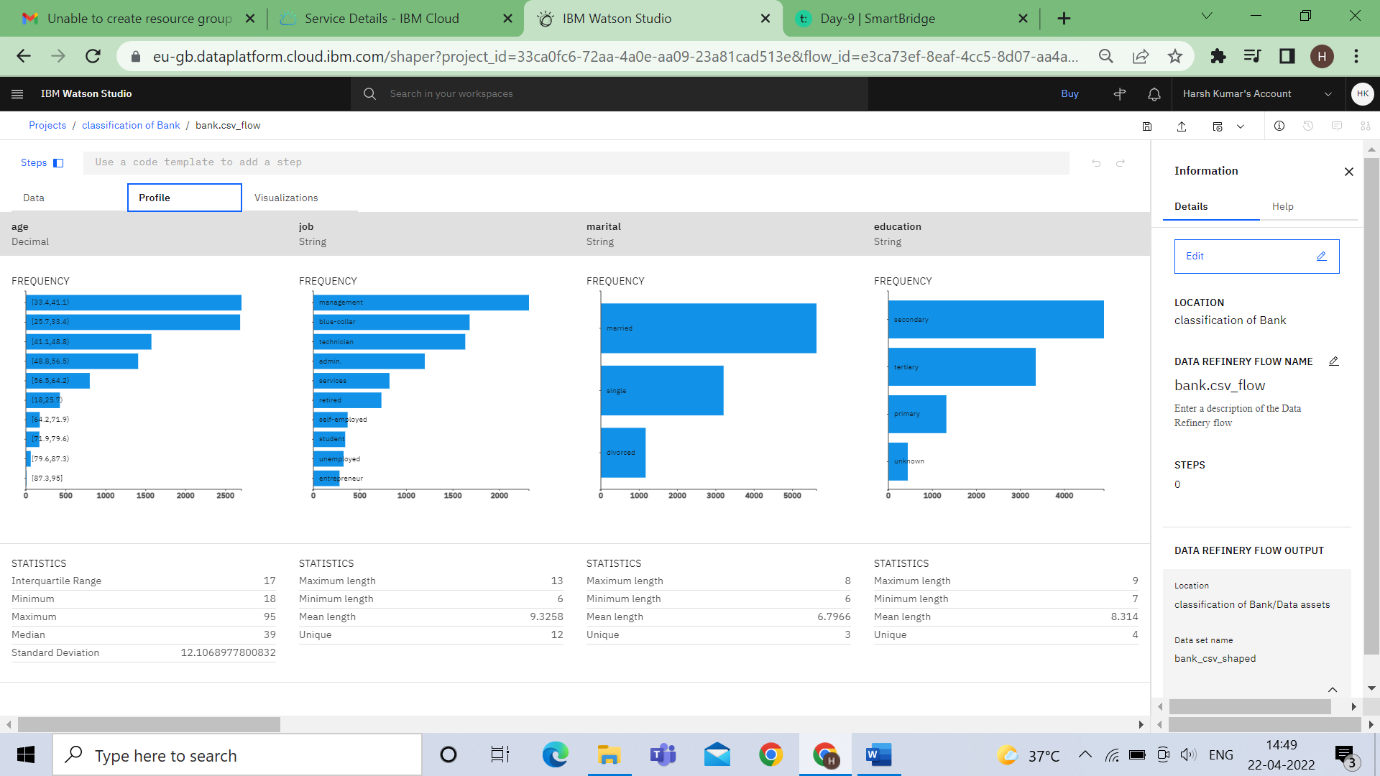
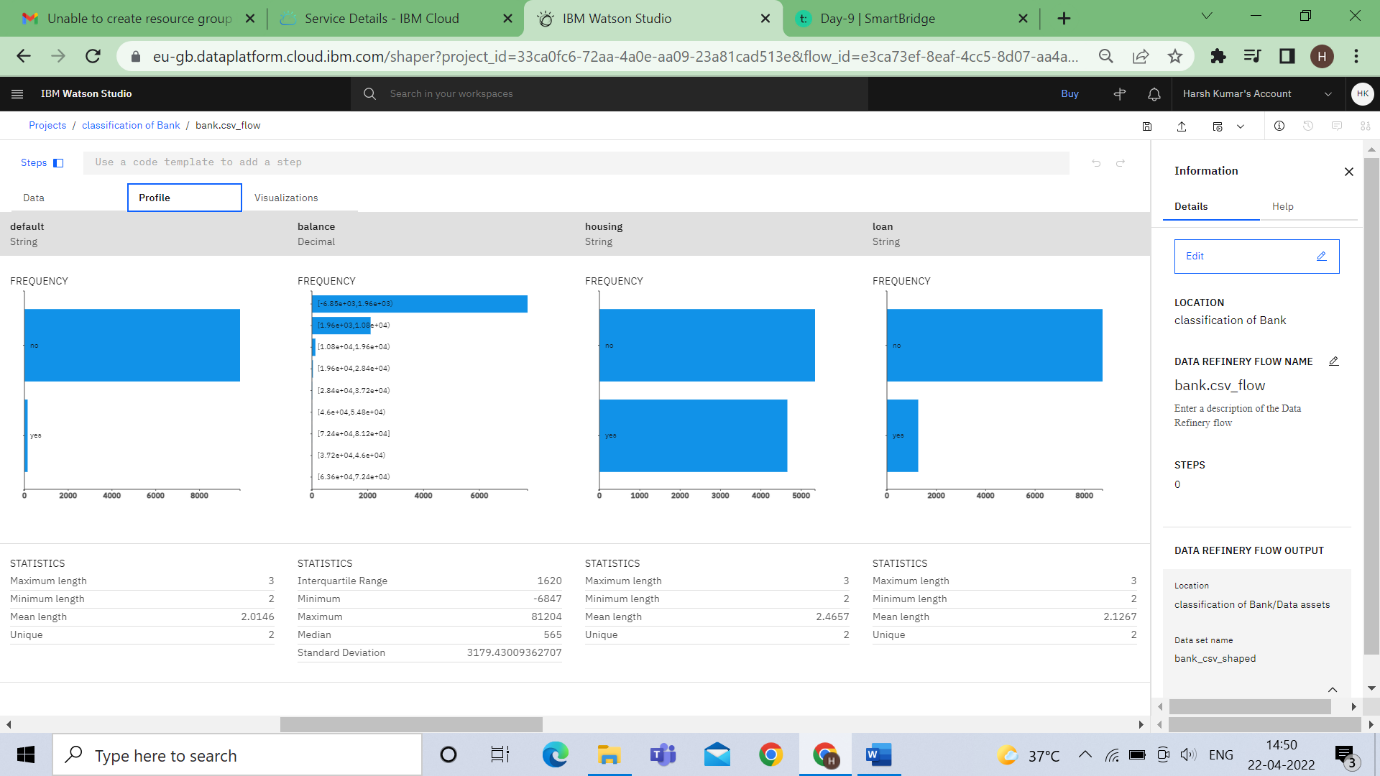
***Data Analytics***

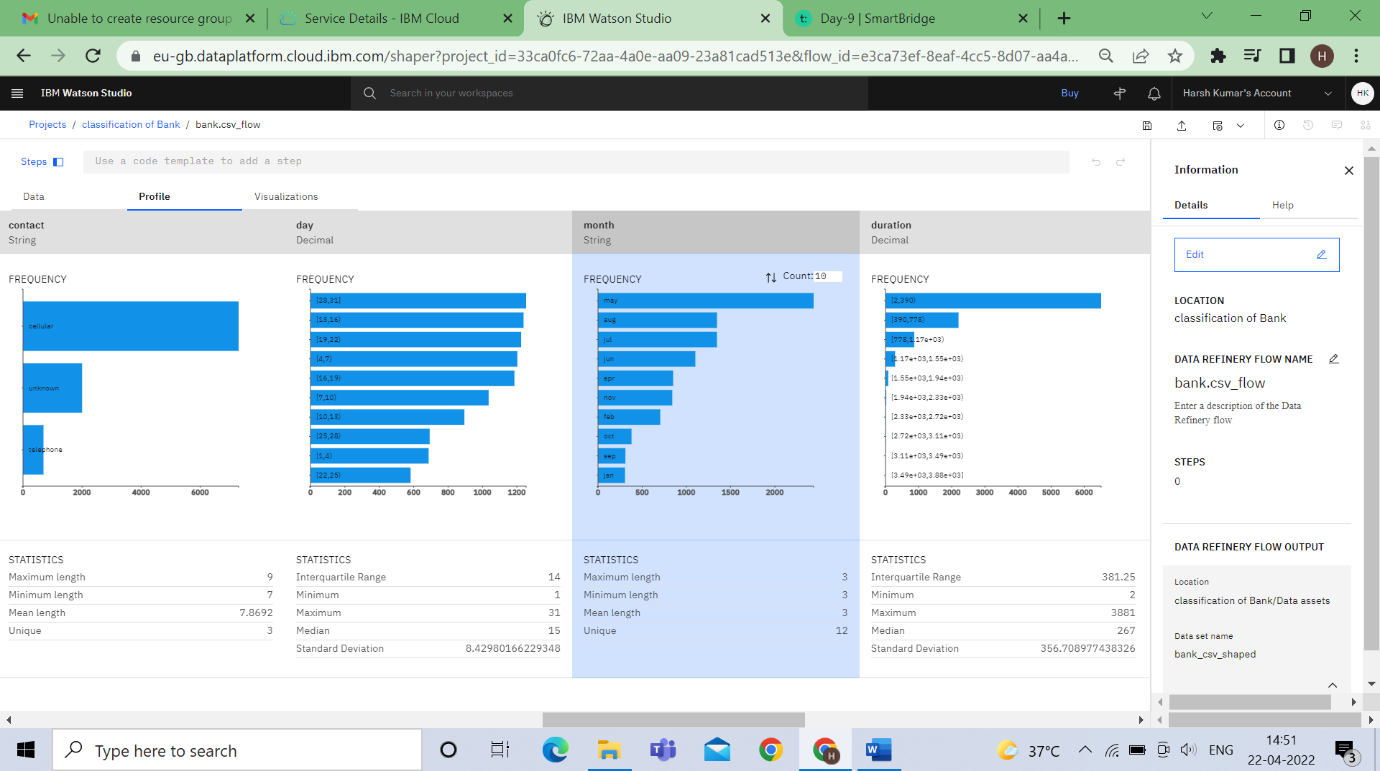
**Case Study: Classification of term deposit buyers for retail banking**

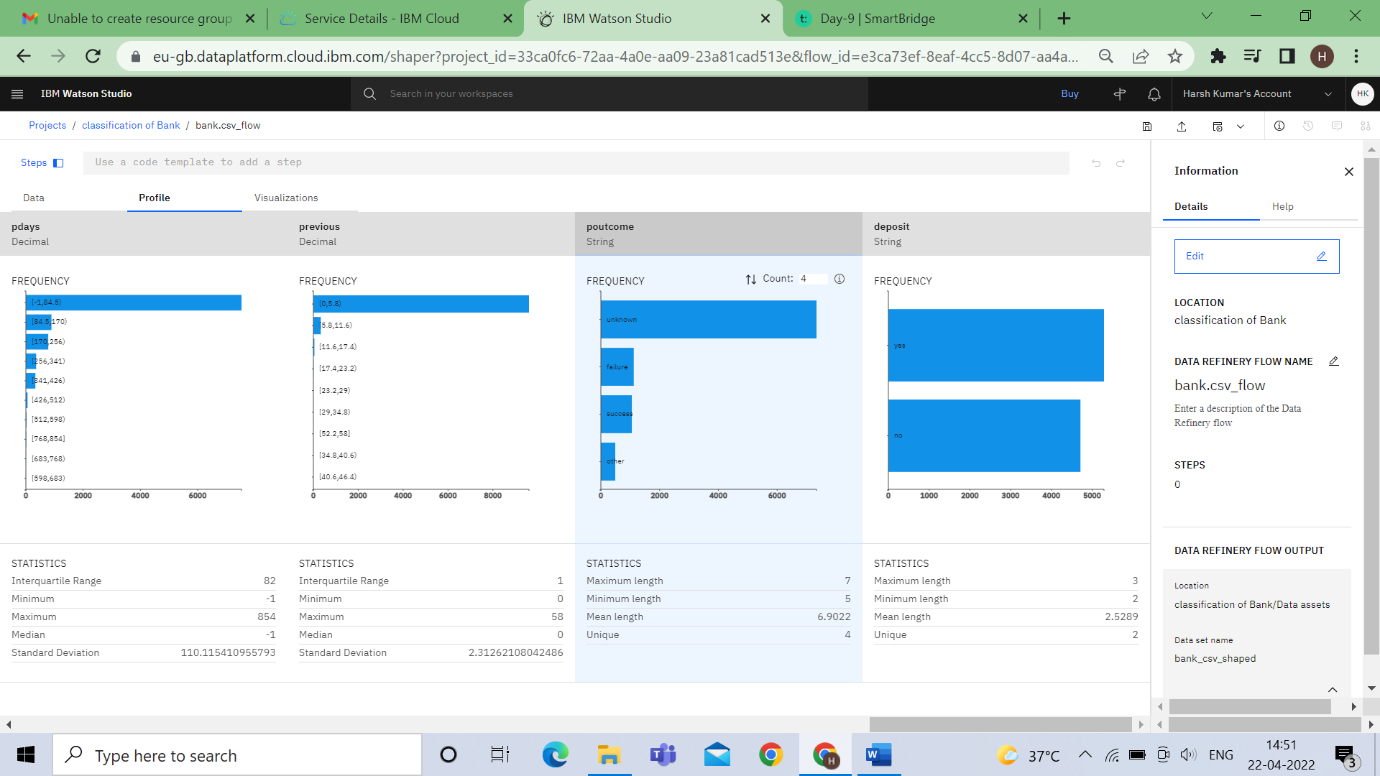
1. **Data Refinary**

* Descriptive analytics of data

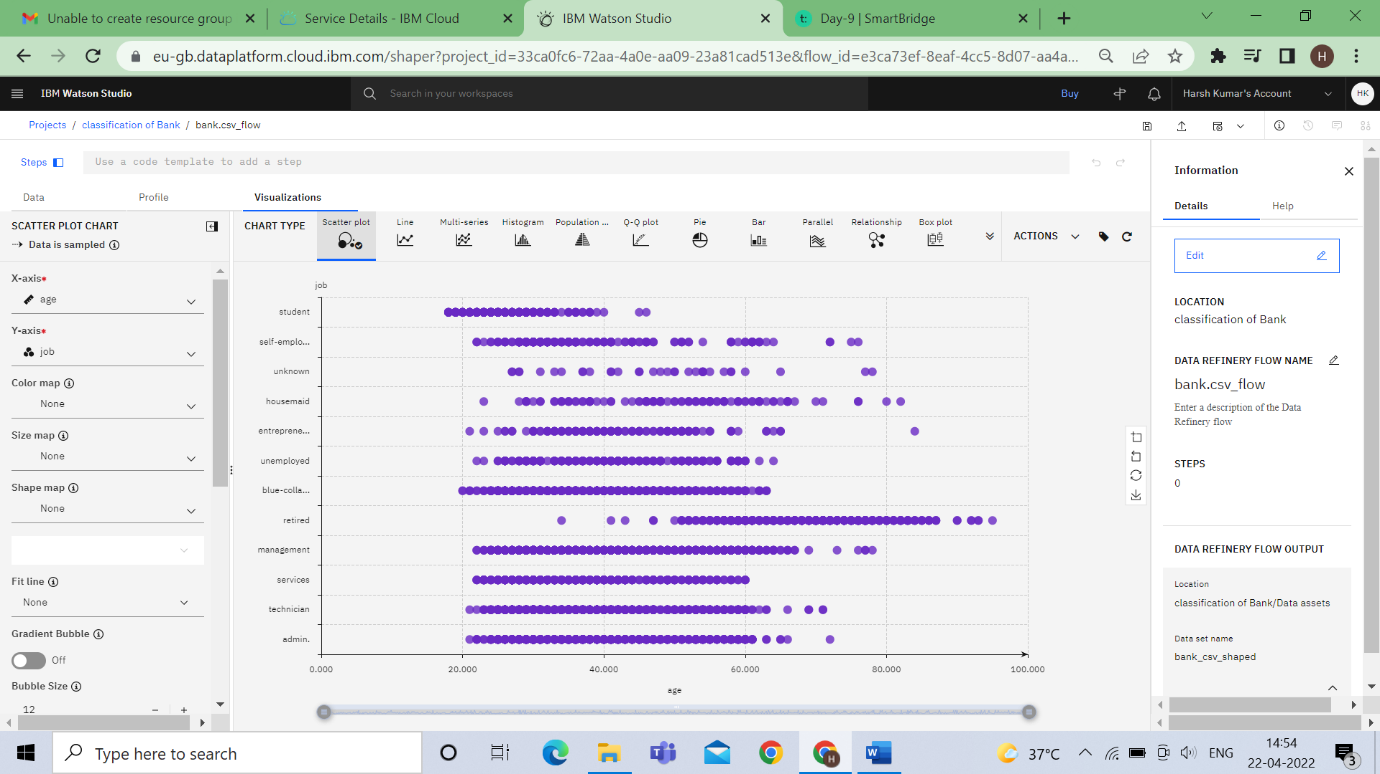








* Exploratory Analytics



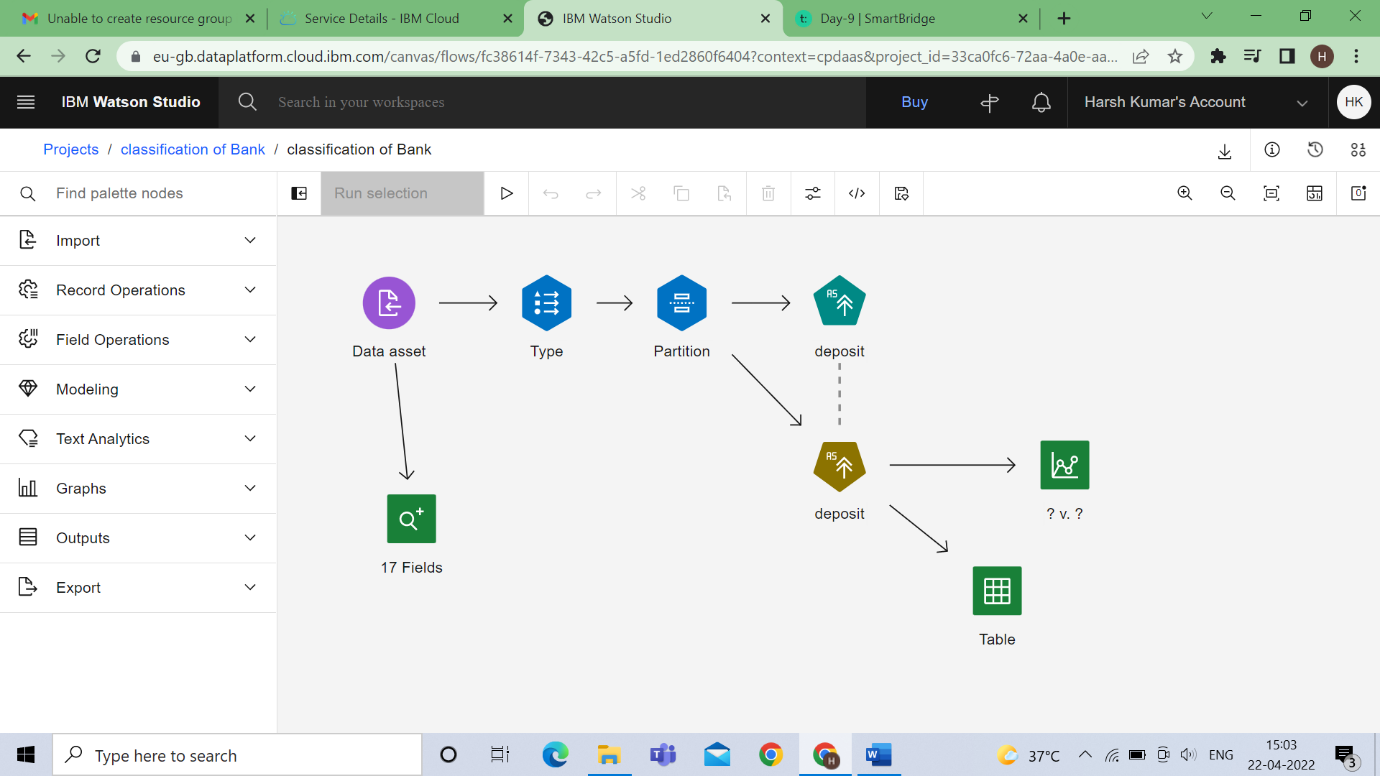
x-axis = Age ,y-axis=Job



x-axis=Age ,y-axis= housing.color-job

**2.SPSS Modeler**

* **Model**

****

* **Type node**

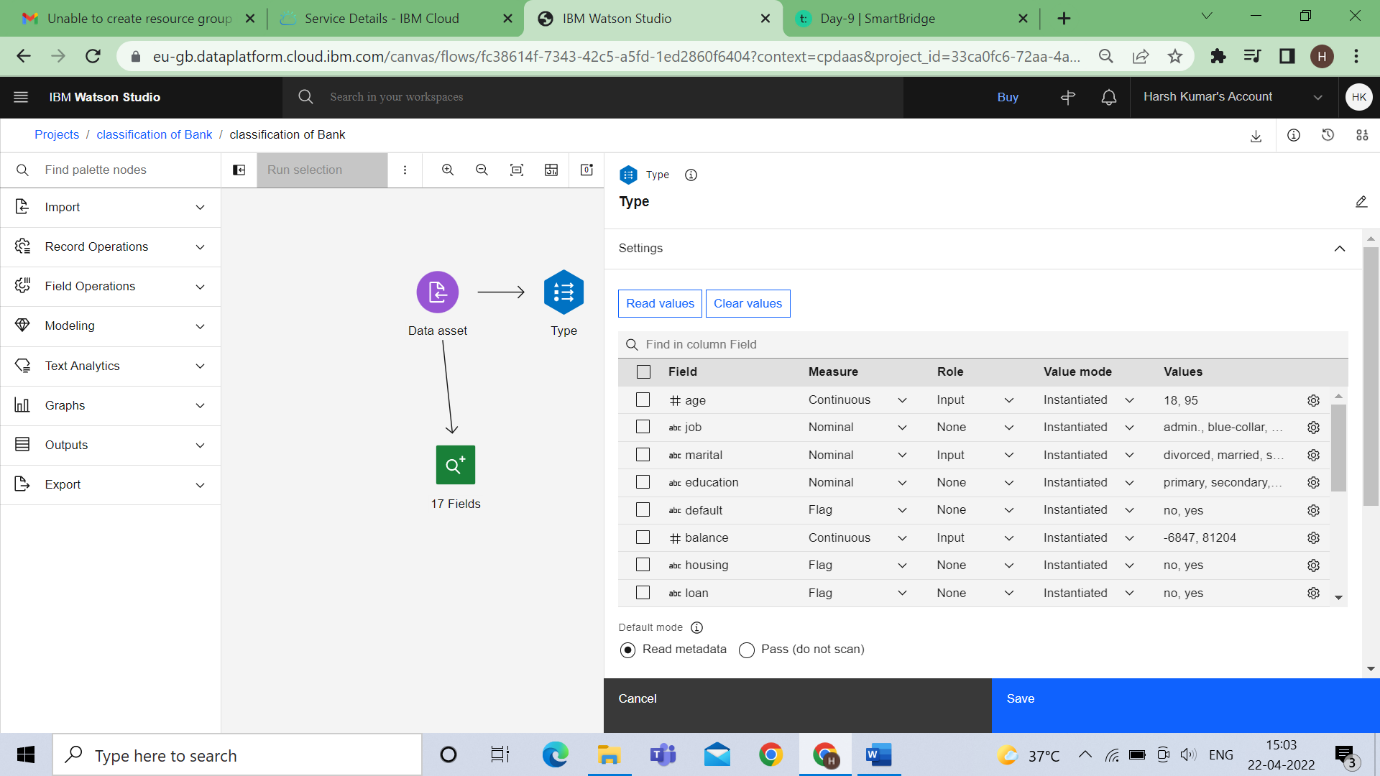
**age as Input**

**marital as input**

**balance as input**

**deposit as Output or terget**

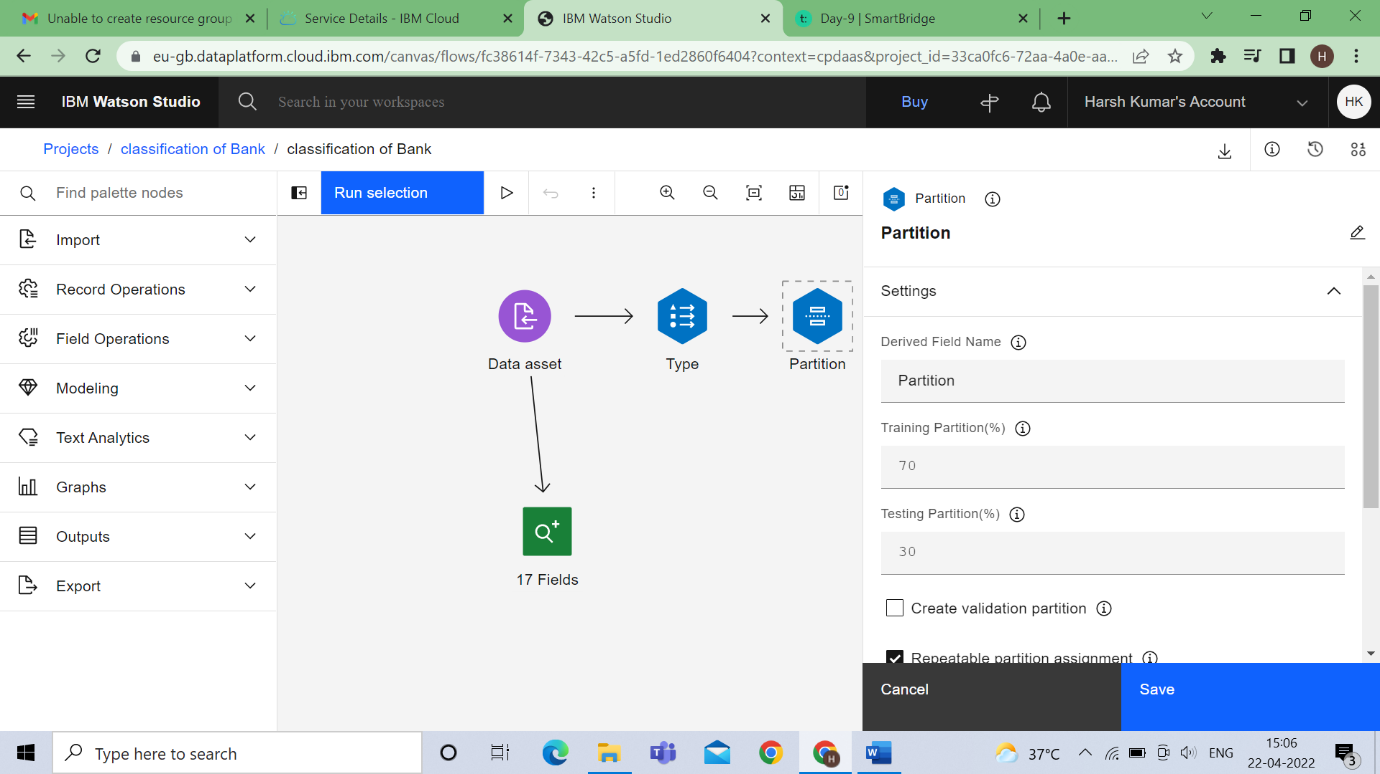
**Other as none**

****

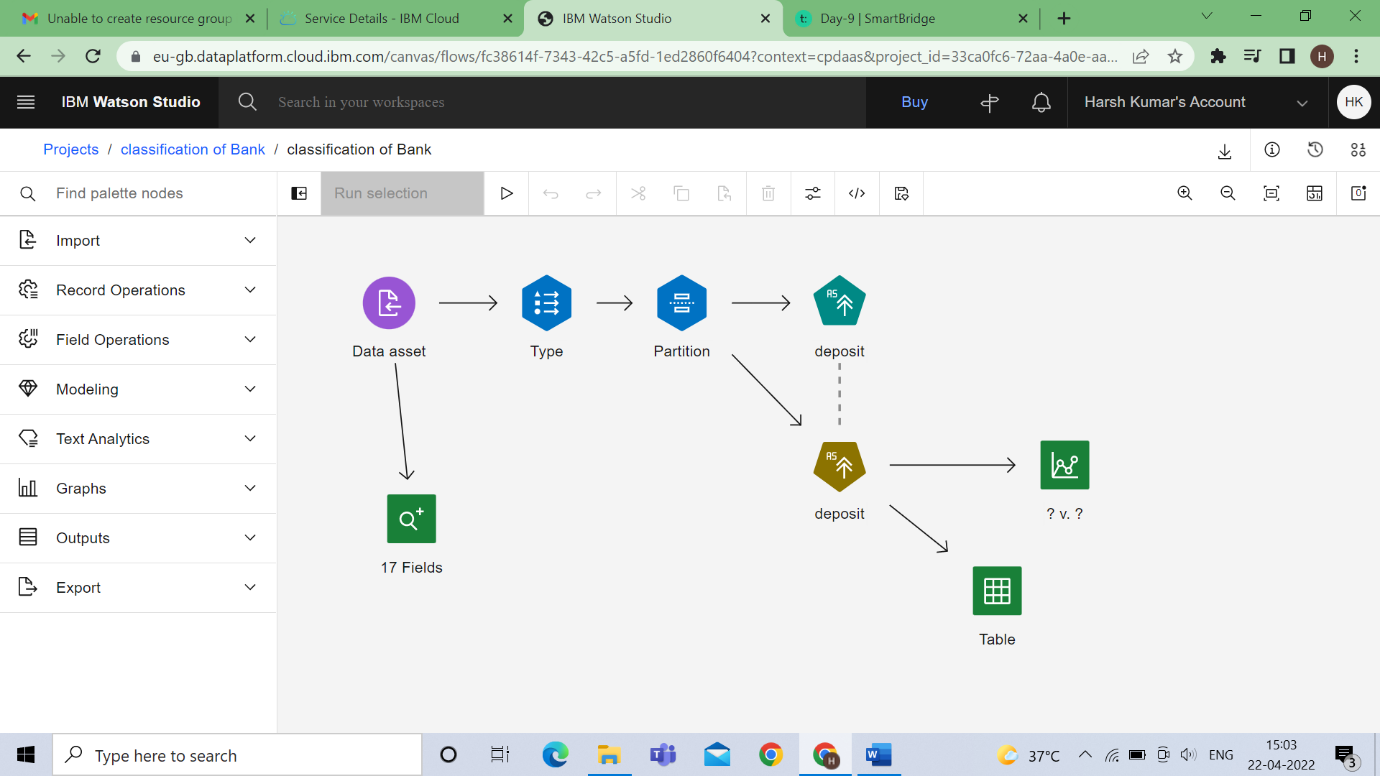
* **Partition node**

**Training – 70%**

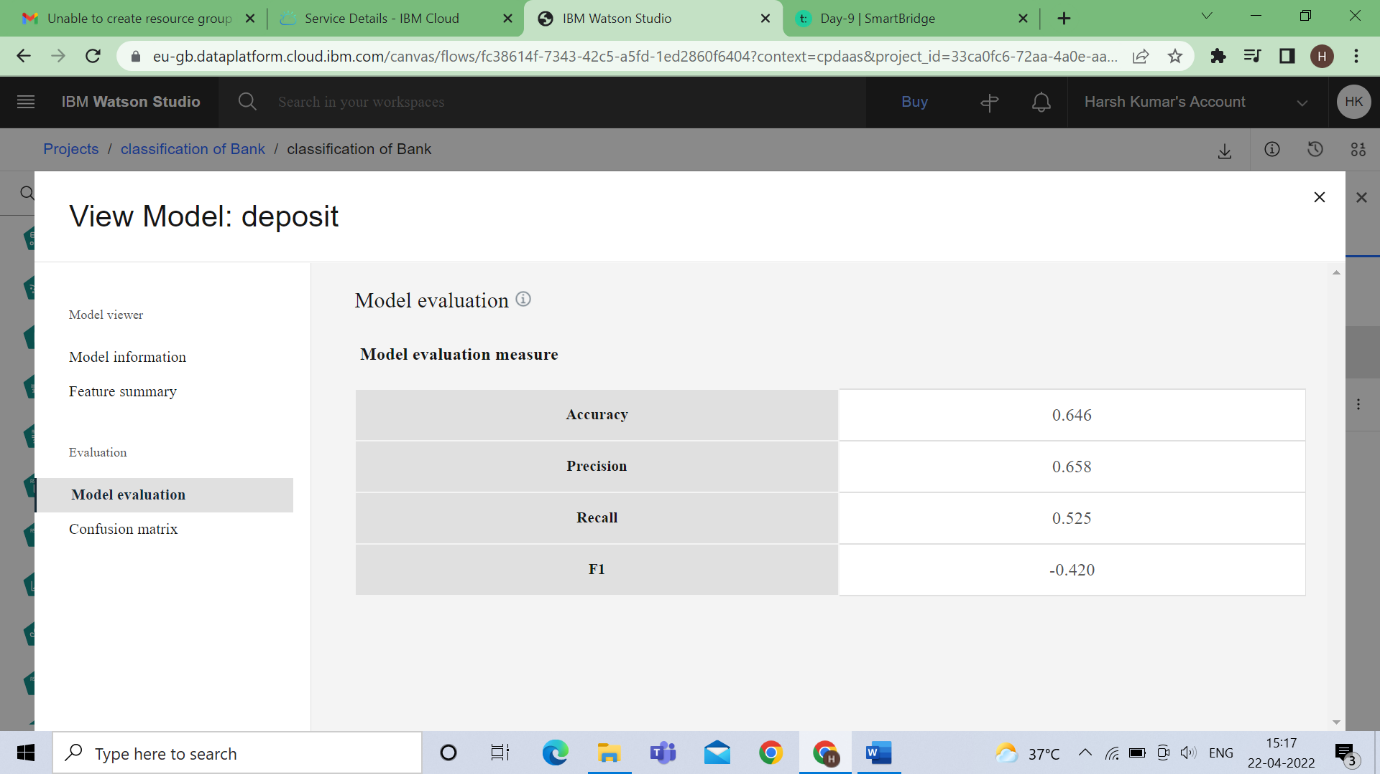
**Testing – 30%**

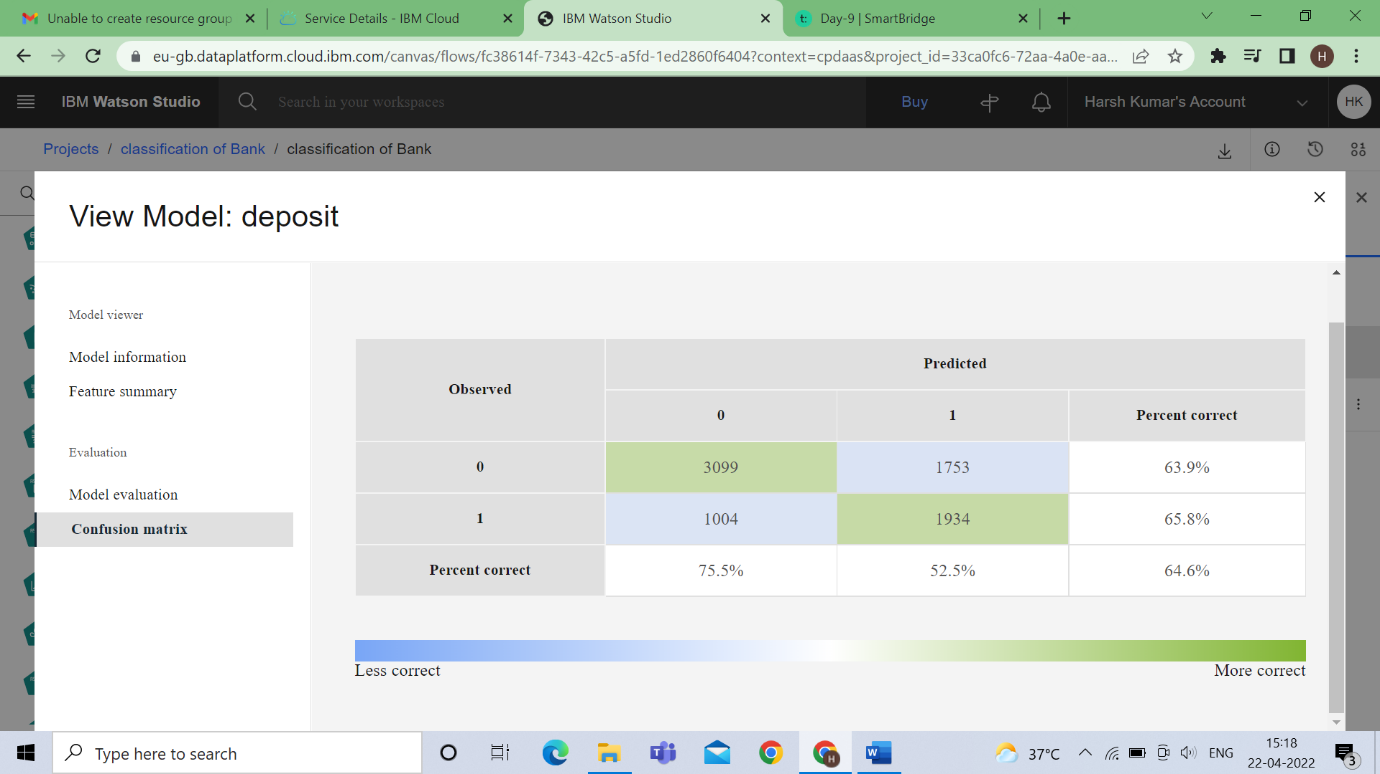
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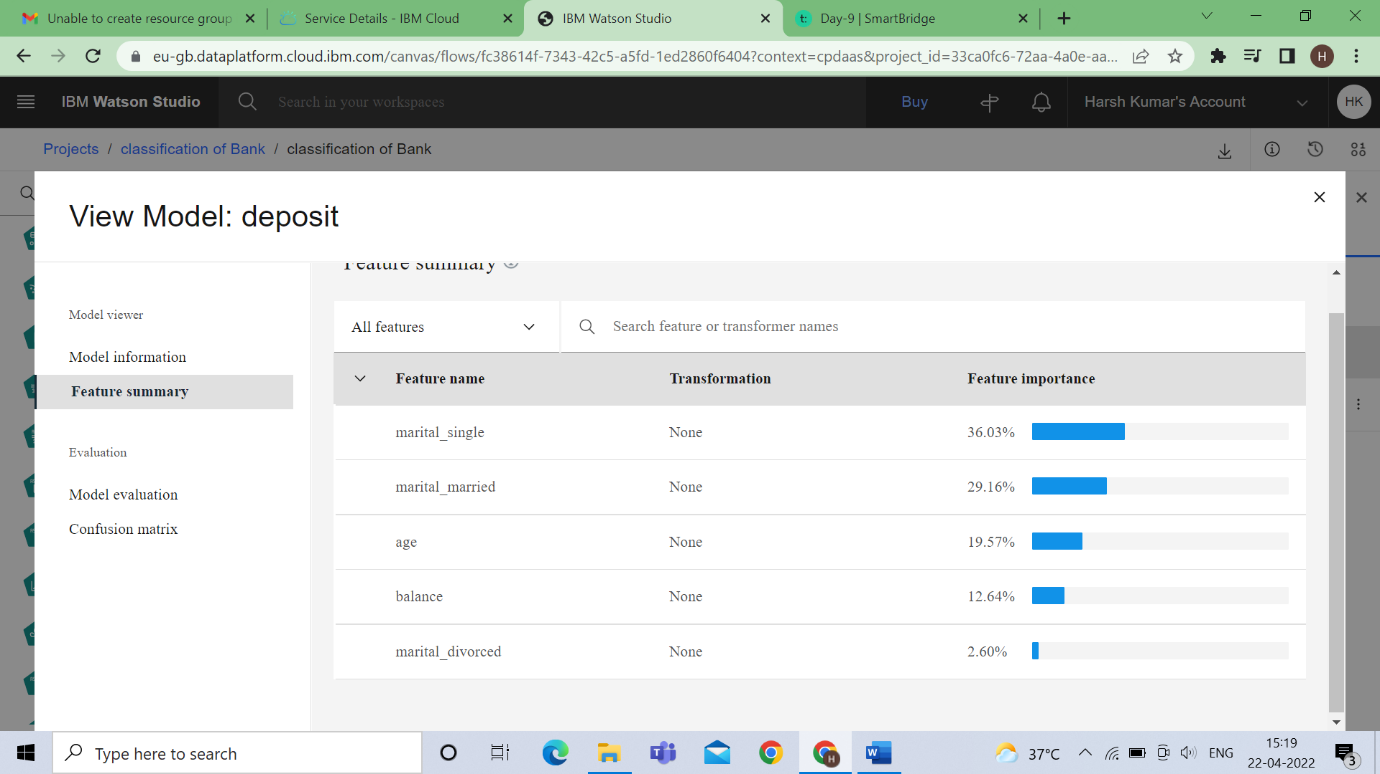
* **Model**

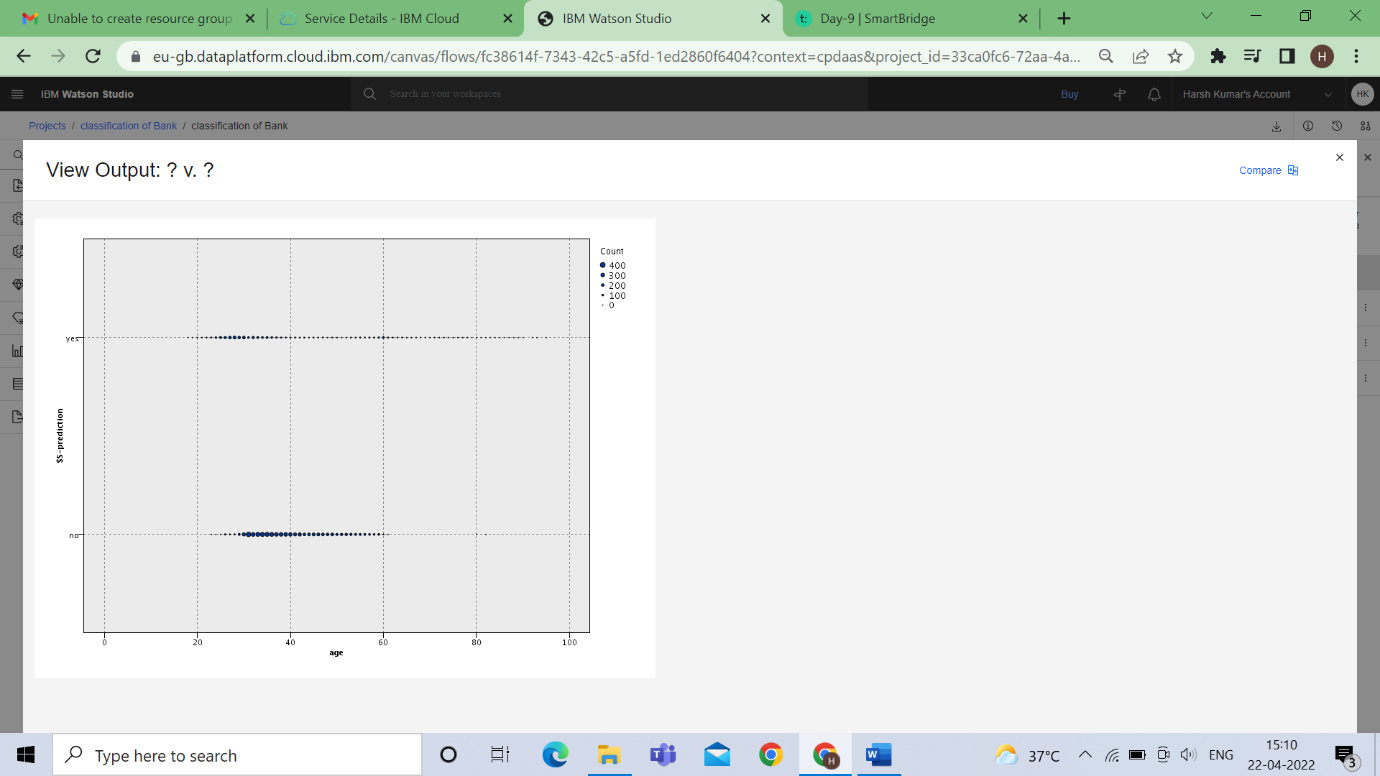
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* **Output**

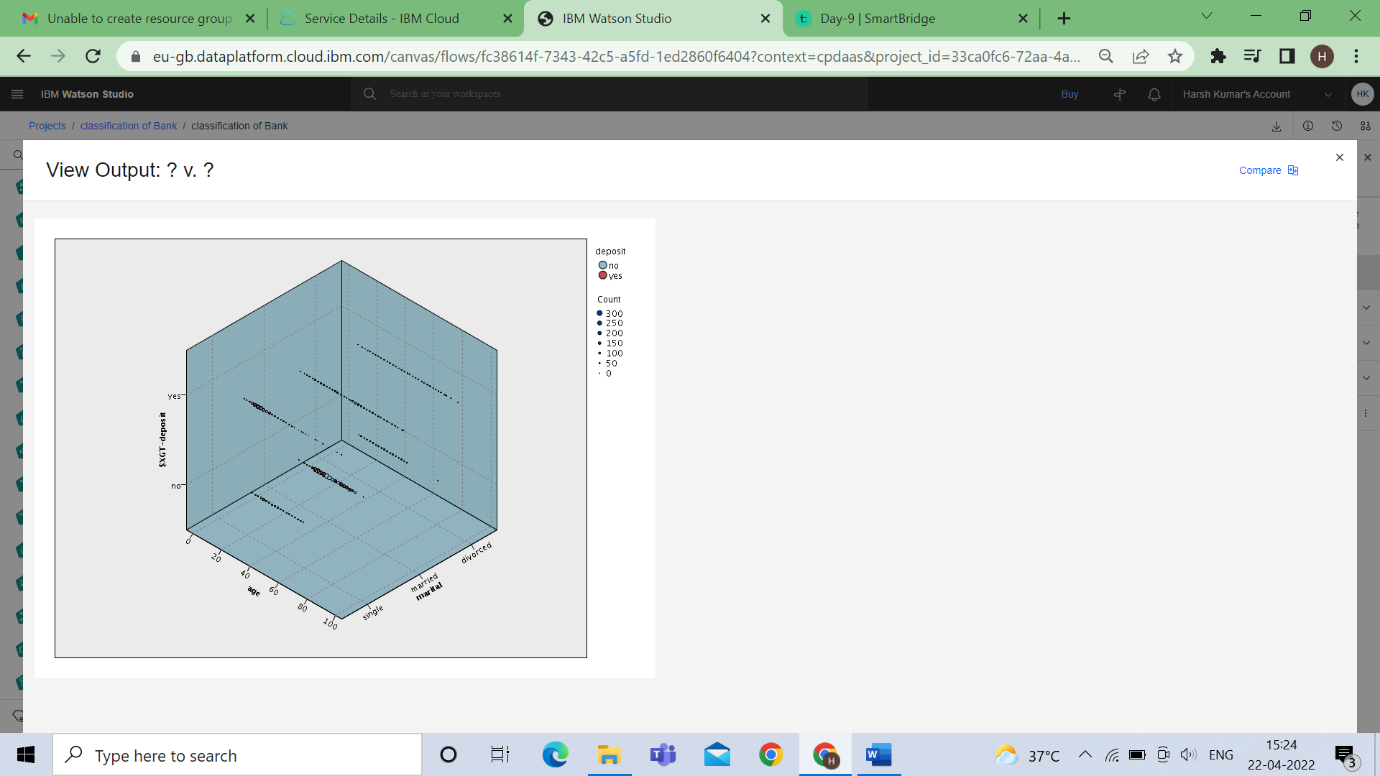
****

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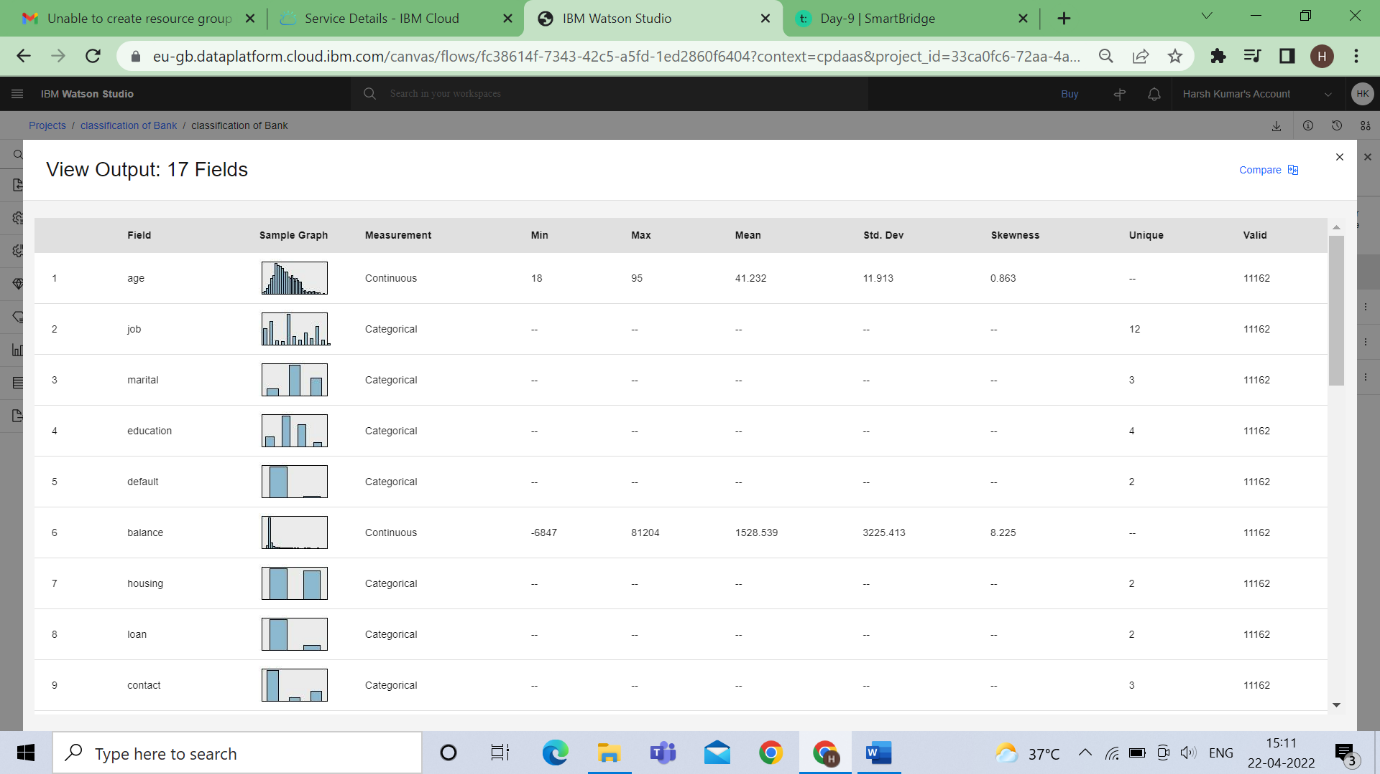
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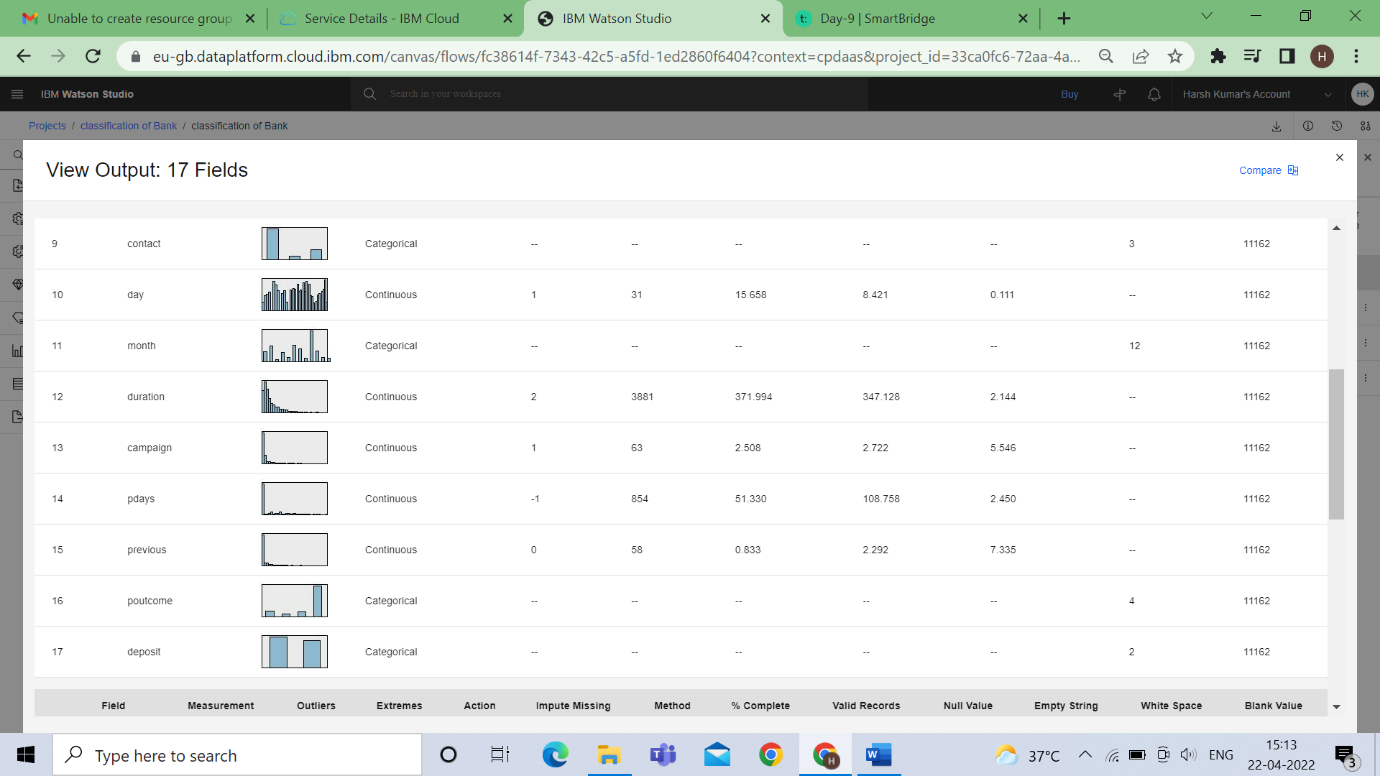
**x-axis = age,y-axis-$XGTdeposit**

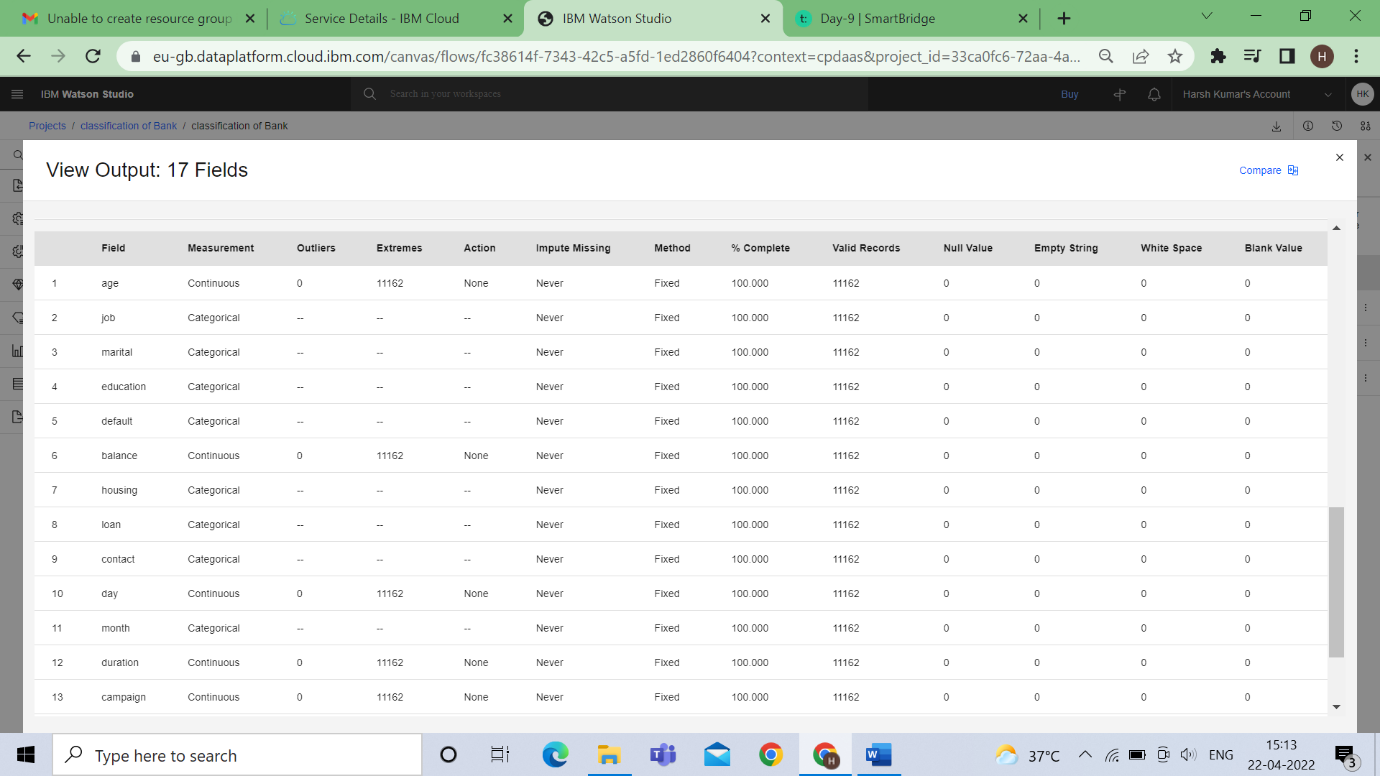
****

**x-axis = age ,y-axis=$XGTdeposit ,z-axis=marital, color=deposit**

* + **Data Audit**

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