

Bank Marketing (Campaign)

Problem Statement:

ABC Bank wants to sell its term deposit product to customers and before launching the product they want to develop a model which help them in understanding whether a particular customer will buy their product or not (based on customer's past interaction with bank or other Financial Institution).

We are now working on this problem through the following steps to find best solution for our customer to give the bank ability to better target its customers and personalize the marker plan.

Step	PIC	Delivery date
Data understanding	Waleed	29-April- May 7
EDA and feature engineering	Tevfik	1-May- May 7
Model building	Tevfik	1-May- May 7
Model evaluation	Tevfik	5-May- May 7
Model deployment	Gabriel & Marely	May 15
Model government	Gabriel & Marely	May 15