



## *Week 10 deliverable*

### **I. Team members details**

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### **II. Github repository link**

<https://github.com/tess92/Bank-Marketing-Campaign->

### **III. Problem description**

We want to get some insight from the data of a bank called ABC that wants to sell its term deposit product to customers and before launching the product they want to develop a model which helps 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).

Business need: Buying Product for customer.

Method: using ML model to help companies shortlist customers whose chances of buying products is more so that their marketing channel can focus on them.

### **IV. EDA performed on the data**



The exploratory data analysis performed on the bank marketing campaign client's data were very useful in terms of understanding their main characteristics. Visual method were performed to draw meaningful patterns and insights. We have also involved the preparation of the data by removing irregularities in the data.

## **V. Final recommendations**

We recommend the use of univariate, bivariate and multivariate analysis to evaluation the impact of each column and each risk factor on the output variable  $y$ .