

Week 7 deliverable

Team members details

Group name : Data science Geeks

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Tunisia

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National Engineering School of Tunis

Specialization: Data science

Problem description

ABC Bank 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.

Data Understanding: In this section we will have a focus on data informatics and visualization tools to

understand more of our data.

EDA and Data Preparation: Prepare data, verify duplication, missing values, outliers, split data..

Model building: work on prediction using different models like, linear regression, svm, decision tree, random forest and more
verify model performance using different metrics like auc, accuracy, confusion matrix.

Data Intake Report

Name: Bank Marketing (Campaign)

Report date: 19/12/2021

Internship Batch : LISUM04

Version:

Data intake by: Refka Mejri and Tasnime Hamdeni

Data intake reviewer:

Data storage location: <https://archive.ics.uci.edu/ml/datasets/Bank+Marketing>

Tabular data details:

bank-additional-full

Total number of observations	41188
Total number of files	1
Total number of features	21
Base format of the file	csv
Size of the data	4,70 Mo

bank-additional

Total number of observations	4119
Total number of files	1
Total number of features	21
Base format of the file	csv
Size of the data	570 Ko

Bank-full

Total number of observations	45211
Total number of files	1
Total number of features	17
Base format of the file	csv
Size of the data	4,83 Mo

Bank

Total number of observations	4521
Total number of files	1
Total number of features	17
Base format of the file	csv
Size of the data	450 Ko