Project 4: Machine Learning (Python)

Overview

For this project I’ll be applying my knowledge of supervised machine learning to build a classifier. Specifically, I’ll be attempting to classify whether potential customers will be persuaded to become customers of a bank. This project will demonstrate my skill in executing prediction with machine learning and Python.

Concepts covered:

* Cleaning and preparing data
* Exploring and visualizing data
* Model selection
* Improving machine learning model performance

The Dataset

The dataset includes 17 variables related to a direct marketing campaign of a Portuguese banking institution. The attributes include variables such as age, job, marital status, education, etc. My goal is to predict if an individual will become a customer. You can find more information and download the dataset [here](https://archive.ics.uci.edu/ml/datasets/Bank%20Marketing).