MAR 653 Project Overview

For this project there are thirteen files

* The four .csv files beginning with “bank-additional” are simply the original data set of data collected by a Portuguese bank. The different files are simply the “full” set split into different data sets that contain solely socio-economic data, client demographic data, and data about the marketing campaigns of the bank. Each of these were ran through the R code to create the various models.
* Project.R is the R code used to clean the data and run each individual dataset in the logistic regression models. This file can be opened and ran in R Studio
* Campaign.xlsx and socio.xlsx are just excel versions f the splits of the data as described in the “bank-additional” files
* The 3 “Wpredictions” .csv files are simply the outputs of the individual models with each data grouping and then put into excel and binary predictions ran
* All Models.xslx is the FINAL output document comparing each model together and selecting the best while also looking at the importance of each feature and deciding the most important ones for predictions.