



Data Science Intern at Data Glacier

Project: Bank Marketing Campaign (Data Science)

Week 7: Deliverables

Name: Anthony Sanogo

University: Bishop's University

Email: anthony-sanogo@hotmail.com

Country: Canada

Specialization: Data Science

Batch Code: LISUM17

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1. Problem Description

ABC Bank wants to sell its term deposit product to customers and before launching the product, they want to develop a model that can help them understand whether a particular customer will buy their product or not based on the customer's past interaction with the bank or other financial institutions. The bank wants to use an ML model to shortlist customers whose chances of buying the product are more so that their marketing channels (tele marketing, SMS/email marketing, etc.) can focus only on those customers whose chances of buying the product are more. This will save resources and time, which is directly involved in the cost (resource billing).

2. Business Understanding

The bank wants to understand the customers' behavior and identify potential buyers to optimize their marketing efforts and increase the chances of selling their term deposit product. By developing an ML model, they want to shortlist the customers whose chances of buying the product are higher, so that they can focus their marketing efforts on those customers and save resources and time. The model will help the bank to predict the probability of a customer buying the term deposit product based on their past interactions with the bank or other financial institutions. This will allow the bank to optimize their marketing strategy and increase the chances of selling their product.

3. Project Plan

Weeks	Date	plan
Weeks 07	April 11, 2023	Problem Statement, Data Collection, Data Report
Weeks 08	April 18, 2023	Data Preprocessing
Weeks 09	April 25, 2023	Feature Extraction
Weeks 10	May 8, 2023	Building the Model
Weeks 11	May 14, 2023	Model Result Evaluation
Weeks 12	May 21, 2023	Flask Development + Heroku
Weeks 13	May 30, 2023	Final Submission (Report + Code + Presentation)