Deliverable – Week 7

Group Name: Tony's group

Team:

Name: Tony Nguyen

Email: tonynguyen9707@gmail.com

Country: United States

College: University of Florida

Specialization: Data Analyst

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 help 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 Understanding

The bank wishes to use an ML-model to shortlist customers who are more likely to buy their product so that their marketing channel can focus only to those customers who have a higher chance of buying their product.

To create an ML-model, we use a potential customer's provided bank information to isolate significant variables that help determine whether a customer is a good candidate.

Project Lifespan

Deliverables – Business Understanding & Planning

March 12, 2024 – March 19, 2024 (Week 7)

- Understand the business' problem.
- Access the problem and present solution(s) for said problem.
- Preview the data.
- Create data intake report.

Deliverables – Data Understanding

March 19, 2024 – March 26, 2024 (Week 8)

- Examine the data more in depth & determine the type of data.
- Investigate any 'imperfections' in the data (i.e., outliers, bias, missing values, etc.).
- Determine methods of approach to overcome imperfections in the data.

Deliverables – Data Cleansing and Transformation

March 26, 2024 – April 2, 2024 (Week 9)

- Deploy methods to solve imperfections in the data. (i.e., clean the data)

Deliverables – EDA

April 2, 2024 – April 9, 2024 (Week 10)

- Perform EDA on the data.
- Summarize recommendations based on EDA.

Deliverables – EDA Presentation

April 9, 2024 – April 16, 2024 (Week 11)

- Create EDA presentation intended for business employees.
- Propose modeling technique for the data.

Deliverables – Model Selection & Building

April 16, 2024 – April 23, 2024 (Week 12)

- Determine models best suited for the data.
- Test said models.
- Explore alternative approaches.
- Compare & finalize.

Deliverables – Final Project Report

April 23, 2024 – April 29, 2024 (Week 13)

- Report model and results in PowerPoint presentation.
- Submit code used to achieve goal.

Data Intake Report

Name: Bank Marketing
Report date: 3/19/2024
Internship Batch: LISUM30
Version: 1.0
Data intake by: Tony Nguyen
Data intake reviewer: N/A
Data storage location: https://github.com/ttn20/DataGlacierInternship/tree/Bank-Marketing-Final-Project

Data Preparation:

Tabular data details: 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	4.81 MB

GitHub Link

https://github.com/ttn20/DataGlacierInternship/tree/Bank-Marketing-Final-Project