1. Customer targeting model

Objective : Build a classification model to predict whether a customer will subscribe to a term deposit

Business case: Telephonic marketing campaigns still remain one of the most effective way to reach out to people. However, they require huge investment as large call centers are hired to actually execute these campaigns. Hence, it is crucial to identify the customers most likely to convert beforehand so that they can be specifically targeted via call.

Deliverables:

- Predictive model
- Performance stats of a classification model - for whether a client has subscribed a term deposit.
    - Over accuracy/error rate, recall, precision
    - Assume a relevant cutoff
- A report summarising the model
- A summary presentation of the project

State your assumptions

Data:
https://www.kaggle.com/datasets/prakharrathi25/banking-dataset-marketing-targets

Software to use: Posit cloud, R - logistic regression or Random forest

2. Build a Dashboard

2.1 Indian Card Payment ecosystem

Objective: Build a summary dashboard of the Indian Card Payment ecosystem

Deliverables:

- A summary dashboard for the card payment ecosystem of India
- A report summarising the key measures and breakdowns in the dashboard and instructions on how to update the dashboard
- A summary presentation of the dashboard

Data: https://www.kaggle.com/code/karvalo/indian-payment-data-analysis-dashboard

State your assumptions

Software to use: Python

Python: Recommended packages to use - Pandas, numpy, matplotib, bokeh

The bokeh package can be used to build dashboards
https://bokeh.org
https://optimizemydayjob.medium.com/a-guide-to-interactive-python-dashboards-using-bokeh-2fc4904b20f2
https://blog.bokeh.org/creating-a-live-dashboard-with-bokeh-7564fc9ee07