MLSC Dev Team Recruitment 2024-2025 Task

Problem Statement:

As a marketing analyst at a prominent bank, you're tasked with improving the success rate of marketing campaigns. To do this, you need to predict whether a customer will subscribe to a term deposit based on their demographic and financial characteristics. Your challenge is to build a model that can predict customer subscription status and help tailor future marketing efforts.

Dataset Link

Find attachment under this pdf.

Task

Develop a classification model to predict whether a customer will subscribe to a term deposit (subscribed or not) using features like age, job type, and contact communication type.

Note

The dataset includes various attributes related to customer interactions. The goal is to optimize the accuracy of your model to accurately predict subscription behavior.

This question requires the candidate to demonstrate their ability to

1. Preprocess and handle loan-related data.

2. Implement and evaluate classification algorithms.

3. Measure model performance with an emphasis on accuracy and additional metrics like ROC-AUC.

4. Communicate Findings