

Data Intake Report

Name: Bank Marketing
Report date: 19/July/2023
Internship Batch : LISUM22: 30 May -30 August 2023
Version:<1.0>
Data intake by: Vasu Sharma
Data intake reviewer:
Data storage location: Github

Tabular data details:

Total number of observations	18507676
Total number of files	2
Total number of features	17
Base format of the file	.csv
Size of the data	4.39 MB

Proposed Approach:

- Mention approach of dedup validation (identification)
- Mention your assumptions (if you assume any other thing for data quality analysis)

Problem description :

ABC bank wants to sell its term deposit term. Before launching the product, the bank wants to develop a model so that they can understand which customer will buy this product.

An ML model so that they can use their resources only for the customers who will buy their product which will save them resources and time.

Business understanding:

The stakeholders for this problem are bank, customers, office workers. An ML model can help both bank and customers so that bank can provide products to customers as per their needs and customers can also get products without searching and exhausting their own resources.

Project Lifecycle:

1. Understanding problem statement
2. Analyzing data
3. Doing Exploratory Data Analysis
4. Handling missing data and any imbalances in data
5. Visualization of data
6. Developing ML model to predict outcome for customers.

7. Interpreting and analyzing results of those ML models.
8. Providing Outcome of project