

Bank Marketing Dashboard Blueprint

Data Analytics & Visualization Boot Camp Group Project

Tools and Technology

Dashboard

In addition to using a Flask template, we will also integrate D3.js and Plotly for a fully functioning and interactive dashboard. It will be hosted on Github Pages.

Outline

1. Background and Motivation
2. Exploratory results
3. Model Results
4. Interactive model

Background and Motivation

Summarize the topic and motivation of the project. Include the business value of having a model perform this analysis

Exploratory results

Show feature properties and relationships with one another

Model Results

Show accuracy score and classification report alongside an interpretation of the business value of the model.

Interactive model

Allow the viewer to insert their own data to find out whether an individual will get a term deposit

- Use forms to insert their own data