

Deliverables – Week 10

BANK MARKETING (CAMPAIGN) – GROUP PROJECT

➤ TEAM MEMBER'S DETAILS

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- **Specialization:** Data Science

➤ PROBLEM'S DESCRIPTION

Problem Statement:

ABC Bank wants to sell its term deposit product to customers and before launching the product they want to develop a model which helps 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).

Problem Description:

The Portuguese Bank's strategy is to use a prediction model to shortlist customers whose chances of buying the product are more so that their marketing channel can focus only on those customers whose chances of buying the product are more.

Knowing who is more likely to buy their product, they can save resources and time. The more targeted campaign, the more successful they should be!

➤ CLEANING METHODS AND EDA

The most used techniques to treat the data frame were:

- Dropping columns and rows
- Replacing missing values with the mode
- Filling outliers with ffill/bfill based on interquartile range
- Grouping text features that don't appear many times

Some of the conclusions of the EDA:

- In the heatmap we can see that the columns 'euribor3m', 'nr.employed' and 'emp.var.rate' are highly correlated.
- In the education column we can see that most people who has subscribed have a university degree.
- Most of them did not have a personal loan.
- The contact by phone seems to be more effective, what makes sense because it's easier to convince someone of something when you talk personally to them.
- The last contact month of year was way bigger in may.
- Most of the numbers of contacts performed during the campaign and for the client were only once or twice.
- And in the last graphic, as we can see, only 11,7% of the people has subscribed to a term deposit.

➤ **GITTHUB REPO LIN**

<https://github.com/vgiih/EvolveData.git>