

# Deliverables – Week 9

## *BANK MARKETING (CAMPAIGN) – GROUP PROJECT*

### ➤ TEAM MEMBER'S DETAILS

- **Group Name:** Evolve Data
- **Name:** Giovanna Carolina Magalhães Vieira
- **E-mail:** giihvieira1703@gmail.com
- **Country:** Brazil
- **College/Company:** Hashtag Treinamentos
- **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

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

### ➤ GITHUB REPO LINK

[https://github.com/sharuhinda/bank\\_marketing\\_campaign/tree/review](https://github.com/sharuhinda/bank_marketing_campaign/tree/review)

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