Deliverables – Week 7

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
- **GitHub Repo Link:** https://github.com/vgiih/EvolveData.git

➢ **PROBLEM'S DESCRIPTION**

Problem Statement:

ABC Bank wants to sell it's term deposit product to customers and before launching the product they want to develop a model which help 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 customer whose chances of buying the product is more so that their marketing channel can focus only to those customers whose chances of buying the product is more.

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

➢ **BUSINESS UNDERSTANDING**

1. Portuguese Bank wants to improve marketing campaign to recommend which customer is to target by analysing their past marketing data.

2. Developing a prediction algorithm, the bank can channelize its customers better.

3. With a targeted marketing campaign, the bank does not spend more money in marketing channels that will not bring a good result and they will not spend their time focusing on the wrong customer.

➢ PROJECT LIFECYCLE

No.	Tasks	Deadline
1	**Week 7**	19/DEC/2022
1.1	Research	
1.2	Problem statement and description	
1.3	Business understanding	
1.4	Data Intake Report	
2	**Week 8**	26/DEC/2022
2.1	Data understanding and analysis	
2.2	Business insights	
2.3	Solutions for the data issues	
3	**Week 9**	02/JAN/2023
3.1	Data cleansing and transformation	
	NOTES	
	- Different approach for each team member - Allowed to merge the codes (optional) - Single repository for team	
4	**Week 10**	09/JAN/2023
4.1	EDA performed on the data	
4.2	Final reccomendation	
5	**Week 11**	16/JAN/2023
5.1	EDA presentation for business users	
	NOTES	
	- Last slide should be dedicated to technical user which should contain recommended models for this data set	
6	**Week 12**	23/JAN/2023
6.1	Model selection	
	NOTES	
	- Explore one model of each classification - Selected model should fit in your business requirement	
7	**Week 13**	30/JAN/2023
7.1	Project report and code	
7.2	Power Point presentation	

➢ DATA INTAKE REPORT

Name: Bank Marketing (Campaign)

Report date: 19/DEC/2023

Internship batch: LISUM15

Version: 1.0

Data intake by: Giovanna Vieira

Data intake reviewer:

Data storage location: https://archive.ics.uci.edu/ml/datasets/Bank+Marketing

Name	bank-additional
Total number of observations	4119
Total number of files	1
Total number of features	21
Base format of the file	.csv
Size of the data	584 kB

Name	bank-additional-full
Total number of observations	41188
Total number of files	1
Total number of features	21
Base format of the file	.csv
Size of the data	5.83 MB

Name	bank-additional-names
Total number of observations	-
Total number of files	1
Total number of features	-
Base format of the file	.txt
Size of the data	5.46 kB

Proposed Approach:

➢ Verify NaN values and outliers to clean the data.
➢ Check if there's any value or type of value that needs to be transformed.

➢ GITHUB REPO LINK

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