

Bank Campaign Project

Name : Vinaniek Ayu Damayanti
Email : vinaniekdamayanti@gmail.com
Country : Denmark
Specialization : Data Science - Data Analyst

Problem Description:

ABC Banks aims to promote one of its products, specifically a term deposit to users. The main challenge is to discover the most effective model capable of identifying potential clients likely to subscribe to the term deposit. To achieve this, we need to analyze the input variables, encompassing both client-specific information and details related to the last contract of the current campaign. The output variable ('yes') indicates the clients subscribed to the term deposit and ('no') indicates the clients did not subscribe to the term deposit.

Business Understanding:

The goal of the Bank Campaign Project is to promote a new product, likely a term deposit to the bank clients through a phone-based marketing campaign. The success of the campaign is determined by whether the client subscribes to the term deposit or not. To achieve this goal, the bank is gathering diverse client data, contacts, details, and contextual attributes related to the campaign.

Project Lifecycle:

Deadline	Week 7	Week 8	Week 9	Week 10	Week 11	Week12	Week 13
18 th January 2024							
26 th January 2024							
2 nd February 2024							
9 th February 2024							
16 th February 2024							
23 rd February 2024							
29 th February 2024							

Github Link:

<https://github.com/viedamayanti/DG-final-project/week7>

