

Project 4 - Classification Project Proposal - predict if customers will convert or not.

Question/need:

- What is the framing question of your analysis, or the purpose of the model/system you plan to build?

Building a Binary classification model with Banking Dataset of different customers to predict if they will convert or not (**buy/subscribe Term deposits**) in order to target markets to apply direct marketing campaigns (phone calls).

- Who benefits from exploring this question or building this model/system?

The Portuguese banking institution, they can find Marketing Targets based on our prediction to increase income for the bank.

Data Description:

- What dataset(s) do you plan to use, and how will you obtain the data?

[Kaggle-data - Banking Dataset - Marketing Targets](#)

- What is an individual sample/unit of analysis in this project? What characteristics/features do you expect to work with?

Features- "age", "job", "marital", "education", "balance", "housing", "loan", "day" (last contact day of the month (numeric)), etc...

- If modeling, what will you predict as your target?

Target- "y" (has the client subscribed a term deposit? (binary: "yes", "no"))

Tools:

- How do you intend to meet the tools requirement of the project?

I will mainly use Python for EDA, modeling, visualization

- Are you planning in advance to need or use additional tools beyond those required?

Nope

MVP Goal:

- What would a [minimum viable product \(MVP\)](#) look like for this project?

Be able to build a baseline KNN model.