

Report

Name: bank marketing

Internship Batch : LISUM04

Data intake by : Lazghan Yassine

Data intake reviewer:<intern who reviewed the report>

Data storage location: <location URL eg: github, cloud>

Problem Statement

ABC bank wants to sell it's product to it's client, so it started ad campaigns, but the bank want to target only clients that are susceptible to bye the product.

Thus, the wants a machine learning system that predicts if clients will bye the product or not based on personal information.

The type of data we're dealing with is tabular.

There are no NA values in the data.

There is nearly 10000 outliers within our data.

My approach to dealing with outliers is **imputation**, Since we imputing there is no loss of data. Here median is appropriate because it is not affected by outliers.