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.

**Tabular data details:**

|  |  |
| --- | --- |
| **Total number of observations** | 41188 |
| **Total number of features** | 21 |
| **Base format of the file** | csv |
| **Size of the data** | 5.56 Mo |