STAT364 PROJECT

**Dataset:** Spend on credit card

**Link of the Data:** <https://leaps.analyttica.com/sample_cases/7>

**Data Description:** Data was obtained from a bank randomly with sample size of 1000. It has 14 variables related to customer performance, including types of spending, with age and income groups. The aim is to analyze customer behavior and predict potential future spending. Details of the variables in the dataset are as follows:

**Variables:**

**Response:** average monthly spend

**Independent variables:**

1. Age\_group (Categorical)
2. APR\_offered (Continuous)
3. Grocery\_spend (Continuous)
4. Travel\_spend (Continuous)
5. Apparels\_spend (Continuous)
6. DE\_spend (Continuous)
7. Income\_Group (Categorical)
8. Autoloan\_ind (Categorical)
9. Avg\_monthly\_spend (Continuous)
10. Avg\_Monthly\_balance (Continuous)
11. Avg\_monthyl\_payrate (Continuous)
12. student\_loan\_ind (Categorical)
13. Times\_Mailed (Discrete)
14. No\_of\_tradelines (Discrete)