

Bank Marketing Campaign Data Set

The data concerns the outcome of direct marketing campaigns of a Portuguese banking institution.

The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be (or not) subscribed.

The data is the file *'bank.csv'*

A description of the attributes of each record is below:

- 1 - age (numeric)
- 2 - job : type of job (categorical:
"admin.", "unknown", "unemployed", "management", "housemaid", "entrepreneur", "student",
"blue-collar", "self-employed", "retired", "technician", "services")
- 3 - marital : marital status (categorical: "married", "divorced", "single"; note: "divorced" means divorced or widowed)
- 4 - education (categorical: "unknown", "secondary", "primary", "tertiary")
- 5 - default: has credit in default? (binary: "yes", "no")
- 6 - balance: average yearly balance, in euros (numeric)
- 7 - housing: has housing loan? (binary: "yes", "no")
- 8 - loan: has personal loan? (binary: "yes", "no")
- # related with the last contact of the current campaign:
- 9 - contact: contact communication type (categorical: "unknown", "telephone", "cellular")
- 10 - day: last contact day of the month (numeric)
- 11 - month: last contact month of year (categorical: "jan", "feb", "mar", ..., "nov", "dec")
- 12 - duration: last contact duration, in seconds (numeric)
- 13 - campaign: number of contacts performed during this campaign and for this client (numeric, includes last contact)
- 14 - pdays: number of days that passed by after the client was last contacted from a previous campaign (numeric, -1 means client was not previously contacted)
- 15 - previous: number of contacts performed before this campaign and for this client (numeric)
- 16 - poutcome: outcome of the previous marketing campaign (categorical:
"unknown", "other", "failure", "success")
- 17 - y - has the client subscribed a term deposit? (binary: "yes", "no")

Good luck!