# Data Mining Cup 1 (WS 2016/17)

## Description

This is a dataset from one bank in the United States. Besides usual services, this bank also provides car insurance services. The bank organizes regular campaigns to attract new clients. The bank has potential customers' data, and bank's employees call them for advertising available car insurance options. We are provided with general information about clients (age, job, etc.) as well as more specific information about the current insurance sell campaign (communication, last contact day) and previous campaigns (attributes like previous attempts, outcome).

You have data about 4000 customers who were contacted during the last campaign and for whom the results of campaign (did the customer buy insurance or not) are known.

## Classification Task

The task is to predict for 1000 customers who were contacted during the current campaign, whether they will buy car insurance or not.

# Feature Overview

| Feature | Description | Example |
|---|---|---|
| Id | Unique ID number. Predictions file should contain this feature. | "1" … "5000" |
| Age | Age of the client | |
| Job | Job of the client. | "admin.", "blue-collar", etc. |
| Marital | Marital status of the client | "divorced", "married", "single" |
| Education | Education level of the client | "primary", "secondary", etc. |
| Default | Has credit in default? | "yes" - 1,"no" - 0 |
| Balance | Average yearly balance, in USD | |
| HHInsurance | Is household insured | "yes" - 1,"no" - 0 |
| CarLoan | Has the client a car loan | "yes" - 1,"no" - 0 |
| Communication | Contact communication type | "cellular", "telephone", "NA" |
| LastContactMonth | Month of the last contact | "jan", "feb", etc. |
| LastContactDay | Day of the last contact | |
| CallStart | Start time of the last call (HH:MM:SS) | 12:43:15 |
| CallEnd | End time of the last call (HH:MM:SS) | 12:43:15 |
| NoOfContacts | Number of contacts performed during this campaign for this client | |
| DaysPassed | Number of days that passed by after the client was last contacted from a previous campaign (numeric; -1 means client was not previously contacted) | |
| PrevAttempts | Number of contacts performed before this campaign and for this client | |
| Outcome | Outcome of the previous marketing campaign | "failure", "other", "success", "NA" |
| CarInsurance | Has the client subscribed a CarInsurance? | "yes" - 1,"no" - 0 |