**“BankDeposit” data set – Information**

The data set is based on the direct marketing campaigns of a banking institution. These marketing campaigns were based on phone calls. More than one contact with a client was required in order to know if the product (a bank term deposit) was subscribed by a client or not. The goal is to predict if a client will subscribe to the bank’s term deposit (yes or no).

The dataset contains 17 columns, including the target variable (y):

* age: client’s age
* job : type of job
* marital : marital status
* education: client’s last education
* default: does the client have credit in default?
* balance: average yearly balance, in euros
* housing: has housing loan?
* loan: does he client have personal loan?
* contact: contact communication type
* day: last contact day of the month
* month: last contact month of year
* duration: last contact duration, in seconds
* campaign: number of contacts performed during this campaign and for this client
* pdays: number of days that passed by after the client was last contacted from a previous campaign (-1 means client was not previously contacted)
* previous: number of contacts performed before this campaign and for this client
* poutcome: outcome of the previous marketing campaign
* y: has the client subscribed a term deposit? (target variable)