Assignment 2

* *This is an individual assignment.*
* *You are not allowed to discuss the assignment with others*
* *You are not allowed to seek help with the assignment*
* *The assignment should be no longet than two pages.*
* *You should include the code you used for the assignment…you may use a third page if necessary for this.*

The file Bank.csv contains data on 5000 customers. For this exercise, focus only on two two predcitors: Online (whetehr or not a customer is an active user of online banking services) and Credit Card (does the customer have a credit card issued by the bank). Partition the data into training (60%) and validation (40%). The goal is to predict customer response to a the personal loan campaign.

Use Naïve Bayes and compute the confusion matrix and ROC curve and comment.

The beginning of your report should contain a managerial conclusion.