Data Base: BUY

The Scenario
- Determine who will respond to a mail promotion.
- The target variable is a binary variable that indicates whether an individual responded to a recent promotion.
- The input variables are items such as age, income, marital status, and number of purchases in the last six months.

The **BUY** data set consists of 10,000 customers and whether or not they responded to a recent promotion (**RESPOND**). On each customer, 12 input variables were recorded. The variables in the data set are shown below:

Name Model	Role	Measurement Level	Description
RESPOND	Target	Binary	1=responded to promotion, 0=did not respond
AGE	Input	Interval	Age of individual in years
INCOME	Input	Interval	Annual income in thousands of dollars
MARRIED	Input	Binary	1=married, 0=not married
FICO	Input	Interval	Credit score from outside credit agency
GENDER	Input	Binary	F=Female, M=Male
OWNHOME	Input	Binary	1=owns home, 0=does not own home
LOC	Input	Nominal	Location of residence coded A through H
BUY6	Input	Interval	Number of purchases in the last 6 months
BUY12	Input	Interval	Number of purchases in the last 12 months
BUY18	Input	Interval	Number of purchases in the last 18 months
VALUE24	Input	Interval	Total value of purchases in the past 24 months
COA6	Input	Binary	Change of address in the last 6 months (1=address changed, 0=address did not change)

The analysis goal is to build a model that can predict the target (**RESPOND**) from the inputs. This model can then be used to find new customers to target for a similar promotion.