

Credit Card Customer Classification

CREATED BY:

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Goal

Determine appropriate customers to market cash advances to:

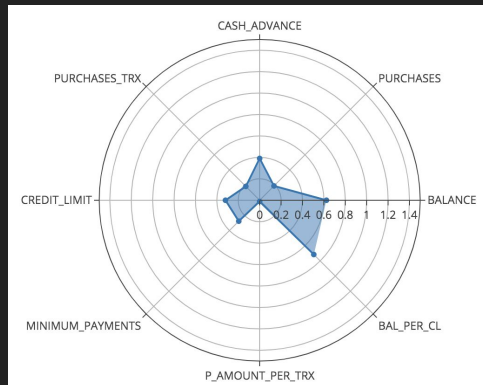
5 Types of Customers

- Inactive
- Irresponsible
- Only Loans
- Responsible
- Wealthy

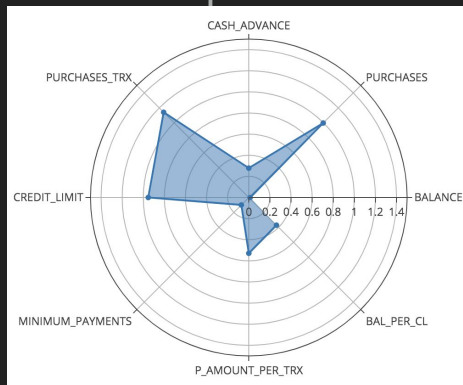


Radar Plots

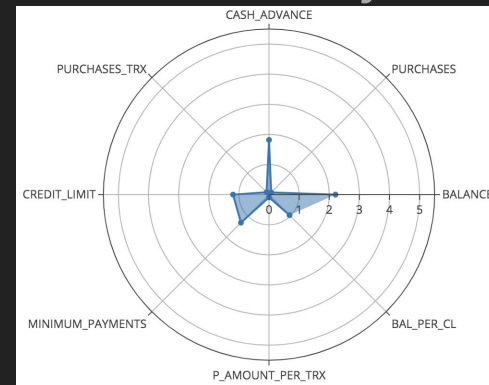
Inactive



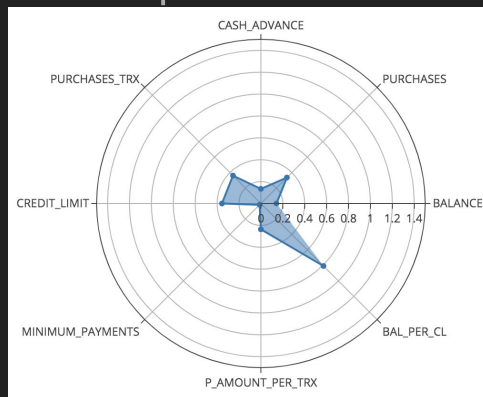
Irresponsible



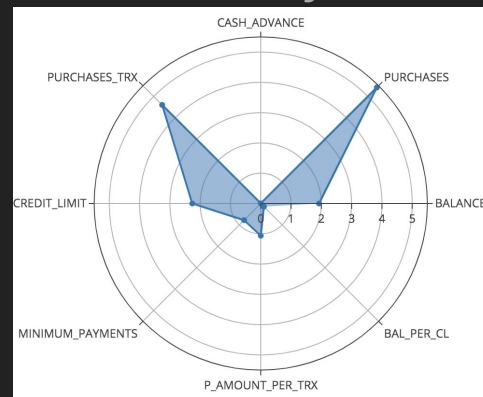
Loans Only



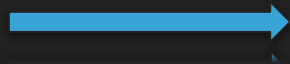
Responsible



Wealthy



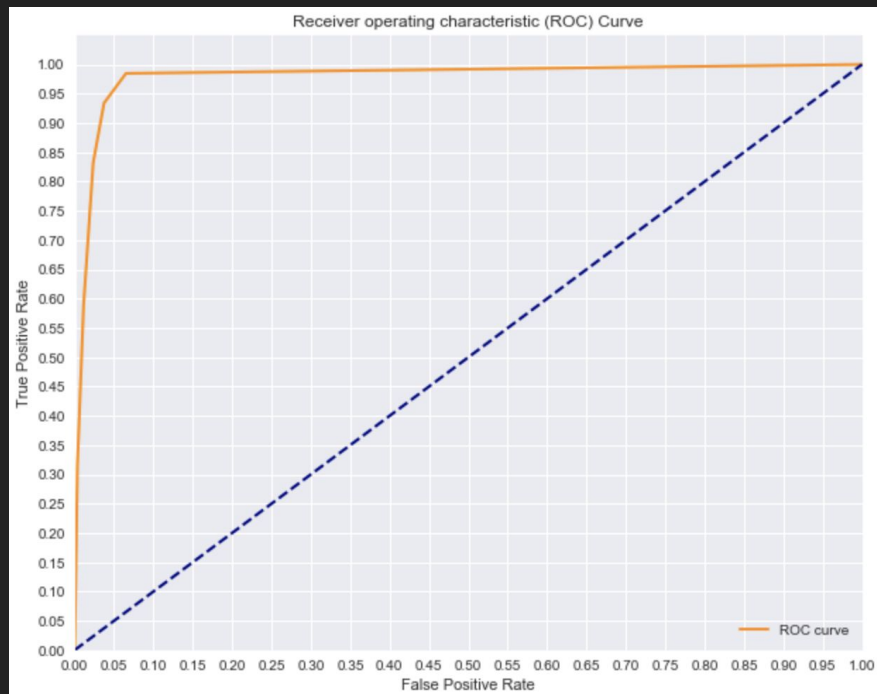
Target
Segments



Classification Models

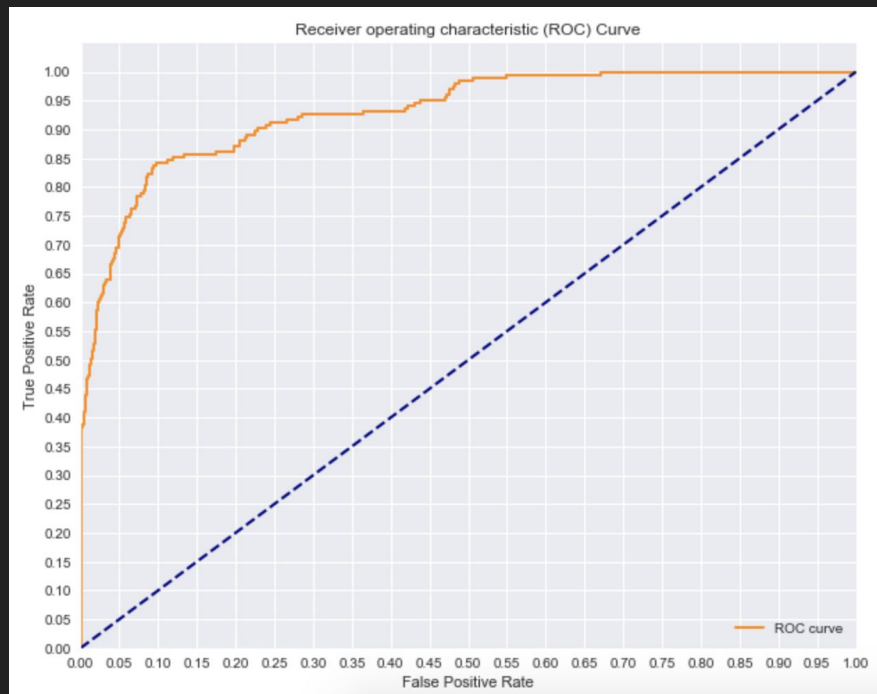
K Nearest Neighbors:

F1 = .84



Logistic Regression:

F1 = .64



Any Questions?