JOB-A-THON - May 2021

Online   28-05-2021 12:00 AM to 30-05-2021 11:59 PM

6698
Registered

🏆 **Job Opportunities with Top Companies**
Prizes

ENDS IN

2 **11** **14**
DAYS HOURS MIN

Registered

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Credit Card Lead Prediction

Happy Customer Bank is a mid-sized private bank that deals in all kinds of banking products, like Savings accounts, Current accounts, investment products, credit products, among other offerings.

The bank also cross-sells products to its existing customers and to do so they use different kinds of communication like tele-calling, e-mails, recommendations on net banking, mobile banking, etc.

In this case, the Happy Customer Bank wants to cross sell its credit cards to its existing customers. The bank has identified a set of customers that are eligible for taking these credit cards.

Now, the bank is looking for your help in identifying customers that could show higher intent towards a recommended credit card, given:

- Customer details (gender, age, region etc.)
- Details of his/her relationship with the bank (Channel_Code,Vintage, 'Avg_Asset_Value etc.)

Data Dictionary

Train Data

Variable	Definition
ID	Unique Identifier for a row
Gender	Gender of the Customer
Age	Age of the Customer (in Years)
Region_Code	Code of the Region for the customers
Occupation	Occupation Type for the customer
Channel_Code	Acquisition Channel Code for the Customer (Encoded)
Vintage	Vintage for the Customer (In Months)
Credit_Product	If the Customer has any active credit product (Home loan, Personal loan, Credit Card etc.)
Avg_Account_Balance	Average Account Balance for the Customer in last 12 Months
Is_Active	If the Customer is Active in last 3 Months

Feedback

1/4

	If the Customer is interested for the Credit Card 0 : Customer is not interested
Is_Lead(Target)	1 : Customer is interested

Test Data

Variable	Definition
ID	Unique Identifier for a row
Gender	Gender of the Customer
Age	Age of the Customer (in Years)
Region_Code	Code of the Region for the customers
Occupation	Occupation Type for the customer
Channel_Code	Acquisition Channel Code for the Customer (Encoded)
Vintage	Vintage for the Customer (In Months)
Credit_Product	If the Customer has any active credit product (Home loan, Personal loan, Credit Card etc.)
Avg_Account_Balance	Average Account Balance for the Customer in last 12 Months
Is_Active	If the Customer is Active in last 3 Months

Sample Submission

This file contains the exact submission format for the predictions. Please submit CSV file only.

Variable	Definition
ID	Unique Identifier for a row
Is_Lead	(Target) Probability of Customer showing interest (class 1)

How to Make a Submission?

- All Submissions are to be done at the solution checker tab.
- For a step by step view on how to make a submission check the below video

How to Make a Submission on DataHack

▶

Evaluation

The evaluation metric for this competition is roc_auc_score across all entries in the test set.

Public and Private Split

Test data is further divided into Public 30% and Private 70%

- Your initial responses will be checked and scored on the Public data.
- The final rankings would be based on your private score which will be published once the competition is over.

Guidelines for Final Submission

Please ensure that your final submission includes the following:

1. Solution file containing the predicted probabilities of Response for the customers
2. A Zipped file containing code & approach (**Note that both code and approach document are mandatory for shortlisting**)

- **Code:** Clean code with comments on each part
- **Approach:** Please share your approach to solve the problem (doc/ppt/pdf format). It should cover the following topics:
    1. A brief on the approach, which you have used to solve the problem.
    2. What data-preprocessing / feature engineering ideas really worked? How did you discover them?
    3. What does your final model look like? How did you reach it?

How to Set Final Submission?

How to Set your Final Submission on DataHack

▶
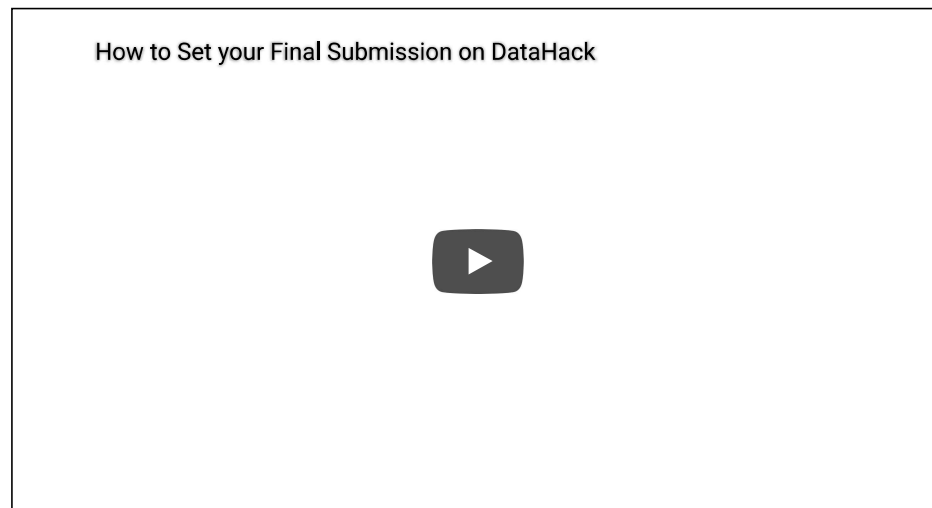
Hackathon Rules

1. *The final standings would be based on private leaderboard score.*
2. Setting the final submission is recommended. Without a final submission, the submission corresponding to best public score will be taken as the final submission
3. Use of external data is prohibited
4. Use of ID variable is not allowed as part of the model
5. You can only make **10 submissions** per day
6. Entries submitted after the contest is closed, will not be considered
7. The code file pertaining to your final submission is mandatory while setting final submission
8. Throughout the hackathon, you are expected to respect fellow hackers and act with high integrity.
9. Analytics Vidhya holds the right to disqualify any participant at any stage of the competition if the participant(s) are deemed to be acting fraudulently.
10. Use of multiple Login IDs will lead to immediate disqualification

Data

⬇Test File   ⬇Train File   ⬇Sample Submissions

Analytics Vidhya   Data Scientists

About Us   Blog

Our Team

Careers

Contact us

Companies

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