

Data Lecture 5.5

This dataset contains the responses of 925 clients of a commercial bank to a direct marketing campaign for a new financial product. These data are dataset 13 (Direct marketing for financial product) in “Econometric Methods with Applications in Business and Economics”.

- Respond ID: identification number of respondent (1-925)
- Response: binary variable (1 if client decides to invest in the new product, and 0 otherwise)
- Male: gender dummy (1 for males, 0 for females)
- Activity: activity indicator (1 if customer already invests in other products of the bank, and 0 otherwise)
- Age: age of customer (in years)