**MINI PROJECT**

**BUSINESS PROBLEM STATEMENT**

Assume you are working with MyBank. The Bank executed a campaign to cross-sell Personal Loans. As part of their Pilot Campaign, 20000 customers were sent campaigns through email, sms, and direct mail.

They were given an offer of Personal Loan at an attractive interest rate of 12% and processing fee waived off if they respond within 1 Month.

2512 customer expressed their interest and are marked as Target = 1

Many Demographics and Behavioural variables provided.

You have to build a Model using Supervised Learning Technique to finds profitable segments to target for cross-selling personal loans. Make necessary assumptions where required.

**Data File**: PL\_XSELL.csv

**Metadata File**: PL\_XSELL\_METADATA.xlsx

**Mini Project Submission**

* Split data in Training (Development Sample) 70% and Hold-out Sample 30%
* Build CART Model in R
* Compare the AUC and Rank Ordering performance of R