



\$60,000 • 1,065 teams

## Santander Product Recommendation

Merger and Entry Deadline

Wed 26 Oct 2016

Wed 21 Dec 2016 (19 days to go)

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### Leaderboard

1. Tom Van de Wiele
2. 关山难越, 谁悲失路之人
3. lb overfitting snail
4. yoniko
5. idle\_speculation
6. BreakfastPirate
7. Jack (Japan)
8. Jared Turkewitz
9. Alejo y Miro
10. Sameh Faïdi

1,737 Kernels

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## Can you pair products with people?

Ready to make a downpayment on your first house? Or looking to leverage the equity in the home you have? To support needs for a range of financial decisions, [Santander Bank](#) offers a lending hand to their customers through personalized product recommendations.



Under their current system, a small number of Santander's customers receive many recommendations while many others rarely see any resulting in an uneven customer experience. In their second competition, Santander is challenging Kagglers to predict which products their existing customers will use in the next month based on their past behavior and that of similar customers.

With a more effective recommendation system in place, Santander can better meet the individual needs of all customers and ensure their satisfaction no matter where they are in life.

**Disclaimer:** This data set does not include any real Santander Spain's customer, and thus it is not representative of Spain's customer base.