

Background:

A relatively young bank is growing rapidly in terms of overall customer acquisition. Majority of these are Liability customers with varying sizes of relationship with the bank. The customer base of Asset customers is quite small, and the bank WANTS to grow this base rapidly to bring in more loan business.

Specifically, it wants to explore ways of converting its liability customers to Personal Loan customers.

A campaign the bank ran for liability customers last year showed a healthy conversion rate of over 9% successes. This has encouraged the Retail Marketing department to devise smarter campaigns with better target marketing.

Analytics Objectives:

- 1 While designing a new campaign, can we model the previous campaign's customer behaviour to analyze what combination of parameters make a customer more likely to accept a personal loan?
- 2 There are several special products / facilities the bank offers like CD and security accounts, online services, credit cards, etc. Can we spot any association among these for finding cross-selling opportunities?

Data Description:

ID	Customer ID
Age	Customer's age in completed years
Experience	#years of professional experience
Income	Annual income of the customer (\$000)
ZIPCode	Home Address ZIP code.
Family	Family size of the customer
CCAvg	Avg. spending on credit cards per month (\$000)
Education	Education Level. 1: Undergrad; 2: Graduate; 3: Advanced/Professional
Mortgage	Value of house mortgage if any. (\$000)
Personal Loan	Did this customer accept the personal loan offered in the last campaign?
Securities Account	Does the customer have a securities account with the bank?
CD Account	Does the customer have a certificate of deposit (CD) account with the bank?
Online	Does the customer use internet banking facilities?
CreditCard	Does the customer use a credit card issued by UniversalBank?

Note: Data are hypothetical