



Completed • \$100,000 • 2,226 teams

Springleaf Marketing Response

Fri 14 Aug 2015 – Mon 19 Oct 2015 (2 months ago)

Dashboard

Home

Data

Make a submission

Information

Description

Evaluation

Rules

Prizes

Timeline

Forum

Scripts

New Script

New Notebook

Leaderboard

Public

Private

My Team

Your model

My Submissions

Leaderboard

1. Asian Ensemble
2. .baGGaj.
3. Merging the Mundane and the Magic
4. ARG eMMSamble
5. n_m
6. KazAnova & clobber
7. Gzs_iceberg
8. DP&MJ&JL&SS
9. Bibimoune
10. The Slippery Appraisals

1,408 Scripts

Digging into Springleaf data
169 Votes / 4 months ago / RMarkdownFix-up city names (VAR_0200)
57 Votes / 3 months ago / R

Grouping Numerics - Springleaf

[Competition Details](#) » [Get the Data](#) » [Make a submission](#)

Determine whether to send a direct mail piece to a customer

Springleaf puts the humanity back into lending by offering their customers personal and auto loans that help them take control of their lives and their finances. Direct mail is one important way Springleaf's team can connect with customers whom may be in need of a loan.



Direct offers provide huge value to customers who need them, and are a fundamental part of Springleaf's marketing strategy. In order to improve their targeted efforts, Springleaf must be sure they are focusing on the customers who are likely to respond and be good candidates for their services.

Using a large set of anonymized features, Springleaf is asking you to predict which customers will respond to a direct mail offer. You are challenged to construct new meta-variables and employ feature-selection methods to approach this dauntingly wide dataset.

Started: 2:23 pm, Friday 14 August 2015 UTC**Ended:** 11:59 pm, Monday 19 October 2015 UTC (66 total days)**Points:** this competition awarded standard [ranking points](#)**Tiers:** this competition counted towards [tiers](#)

34 Votes / 3 months ago / RMarkdown
Reading Train and Test Using Less Memory 11 Votes / 2 months ago / Python
XGB "Learning Rate / Eta Decay" 12 Votes / 3 months ago / Python
Visualizing NA values 9 Votes / 2 months ago / RMarkdown

Forum (200 topics)
XGBoost test (0.78220) 35 days ago
Logistic regression and Gaussian processes 54 days ago
Team 60 days ago
Experiences from a newbie 2 months ago
Solution Sharing 2 months ago
Beating the Benchmark ;) 2 months ago

- teams
- players
- entries