### Context

This is a sales data from an individual company.

### Content

This dataset includes about 40,000 rows and 15 feature variables. Each row corresponds to a customer infomation, and includes the variables:

1. flag: Whether the customer has bought the target product or not
2. gender: Gender of the customer
3. education: Education background of customer
4. house\_val: Value of the residence the customer lives in
5. age: Age of the customer by group
6. online: Whether the customer had online shopping experience or not
7. customer\_psy: Variable describing consumer psychology based on the area of residence
8. marriage: Marriage status of the customer
9. children: Whether the customer has children or not
10. occupation: Career information of the customer
11. mortgage: Housing Loan Information of customers
12. house\_own: Whether the customer owns a house or not
13. region: Information on the area in which the customer are located
14. car\_prob: The probability that the customer will buy a new car(1 means the maximum possible）
15. fam\_income: Family income Information of the customer(A means the lowest, and L means the highest)