

# Targeting model evaluation guidelines

## Guidelines

The provided (fake) data contain various features related to our users.

Using this data, build a classification model to rank the individuals in the data set, using the **FLOZVPMFT4626A** column as your target variable.

Strong solutions will:

- Explore and clean the data
- Fit and assess a predictive model
- Write readable code

## Data & hints

The data is located in **targeting\_model\_data.csv** ([link](#)), to which we will grant access upon request.

Some features may be related to each other, identified by the first few characters of their name.