

Bank Data Description

(For bankdata file obtained from DePaul University data mining course materials.)

The marketing department of a financial firm keeps records on customers, including demographic information and, number of type of accounts. When launching a new product, such as a "Personal Equity Plan" (PEP), a direct mail piece, advertising the product, is sent to existing customers, and a record kept as to whether that customer responded and bought the product. Based on this store of prior experience, the managers decide to use data mining techniques to build customer profile models.

The data contains of a number of the following fields

| | |
|---------------------|--|
| id | a unique identification number |
| age | age of customer in years |
| sex | MALE / FEMALE |
| region | inner_city/rural/suburban/town |
| income | income of customer |
| married | Is the customer married (YES/NO) |
| children | number of children |
| car | Does the customer own a car (YES/NO) |
| save_acct | Does the customer have a saving account (YES/NO) |
| current_acct | Does the customer have a current account (YES/NO) |
| mortgage | Does the customer have a mortgage (YES/NO) |
| pep | Did the customer buy a PEP after the last mailing (YES/NO) |

Each record is a customer description where the "pep" field indicates whether or not that customer bought a PEP after the last mailing.