

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.