La base de datos SEGURO, consta de 32,264 clientes de un banco y 47 variables. La variable binaria INS indica si el cliente cuenta o no con un producto de seguros. La idea es definir qué tipo de clientes tienen una mayor probabilidad de comprar el producto.

ACCTAGE: Age of Oldest Account

DDA: Checking Account

DDABAL: Checking Balance

DEP: Checking Deposits

DEPAMT: Amount Deposited

CASHBK: Number Cash Back

CHECKS: Number of Checks

DIRDEP: Direct Deposit

NSF: Number Insufficient Funds

NSFAMT: Amount NSF

PHONE: Number Telephone Banking

TELLER: Teller Visits

SAV: Saving Account

SAVBAL: Saving Balance

ATM: ATM

ATMAMT: ATM withdrawl Amount

POS: Number Point of Sale

POSAMT: Amount Point of Sale

CD: Certificate of Deposit

CDBAL: CD Balance

IRA: Retirement Account

IRABAL: IRA Balance

LOC: Line of Credit

LOCBAL: Line of Credit Balance

INV: Investment

INVBAL: Investment Balance

ILS: Installment Loan

ILSBAL: Loan Balance

MM: Money Market

MMBAL: Money Market Balance

MMCRED: Money Market Credits

MTG: Mortgage

MTGBAL: Mortgage Balance

CC: Credit Card

CCBAL: Credit Card Balance

CCPURC: Credit Card Purchaces

SDB: Saftey Deposit Box

INCOME: Income

HMOWN: Owns Home

LORES: Length of Residence

HMVAL: Home Value

AGE: Age

CRSCORE: Credit Score

MOVED: Recent Address Change

INAREA: Local Address

INS: Insurance Product

BRANCH: Primary Branch

RES: Area Classification (R=rural, S=suburb, U=urban)