Credit Card Datasets

Happy Customer Bank is a mid-sized private bank that deals in all kinds of banking products, like Savings accounts, Current accounts, investment products, credit products, among other offerings.

The bank also cross-sells products to its existing customers and to do so they use different kinds of communication like tele-calling, e-mails, recommendations on net banking, mobile banking, etc.

In this case, the Happy Customer Bank wants to cross sell its credit cards to its existing customers. The bank has identified a set of customers that are eligible for taking these credit cards.

Now, the bank is looking for your help in identifying customers that could show higher intent towards a recommended credit card, given:

ID
Unique Identifier for a row

Gender
Gender of the Customer

Age
Age of the Customer (in Years)

Region_Code
Code of the Region for the customers

Occupation
Occupation Type for the customer

Channel_Code
Acquisition Channel Code for the Customer (Encoded)

Vintage
Vintage for the Customer (In Months)

Credit_Product
If the Customer has any active credit product (Home loan, Personal loan, Credit Card etc.)

Avg_Account_Balance
Average Account Balance for the Customer in last 12 Months

Is_Active
If the Customer is Active in last 3 Months

Is_Lead(Target)
If the Customer is interested for the Credit Card
0 : Customer is not interested
1 : Customer is interested