# Modeling problem

## Assignment

The company is interested in doing a marketing campaign for a product they wish to sell to existing customers. They have asked you to give them some insights into what characteristics of the customers are important to determine whether they will buy this product.

## Data

The data in data.csv has 100,000 observations on customers. The columns are R and V1 – V30.

* V1-V30: customer characteristics in February 2018
* R: money spent on product if customer bought the product in April 2018 and 0 otherwise.