

Insurance company
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An insurance company wants to identify customers willing to buy a new product. They gathered data about customers to whom they offered the new product. You get information about whether they did or did not sign up for the new product, together with some customer information and information about their buying behavior of two other products.

Variable	Description
ID	Unique customer identifier
Target	Indicator of buying the new product (0 = no, 1= yes)
Loyalty	Loyalty level, from low to high (0 to 3), 99 = unclassified
Age	Age in years
City	Unique code per city
Age_p	Age of partner in years
LOR	Length of relationship in years
LOR_m	Length of relationship in months
Prod_A	Bought product A (0= no, 1=yes)
Type_A	Type of product A
Turnover_A	Amount of money spent on product A
Prod_B	Bought product B (0= no, 1=yes)
Type_B	Type of product B
Turnover_B	Amount of money spent on product B
Contract	Type of contract

You can present us your results (max 25') in which you cover the following topics:

Which steps did you take in your analysis?

Which statistical modelling techniques did you use and why?

What are the results?

Give a profile description of the customers who are likely to (not) buy the new product.

Which customers should we target to do a marketing campaign for the new product?

How accurate is your prediction of buying the new product?