

## Pentatonic Inc.

*“The screen of your room, the window to your life!”*

Problem: You work for the fictive electronic company called Pentatonic specialized into selling high-end televisions. One day, your manager comes to you and ask you to build a model in order to identify potential future buyers. Interestingly, the company has access to the data of thousands customers and wants to prepare a marketing campaign toward the clients of the company Meridian that was just purchased by Pentatonic. Can you help your manager?

The data set comes into two different files. You can do anything you want with it just as long as you can build an awesome predictive model. What are the most important desired characteristics of a potential customer? Who will less likely respond to the campaign? You have 11 days to come up with a solution. Good luck ☺!

### Electronics :

Date\_of\_year : Date of the purchase

Clients : client ID

Previously\_shoped : Whether the client came to the store previously

Member : Whether the client has a membership card or not

Promotion : Whether the client used a promotion or not

Shop\_competition : Whether the client went to the competitor

Prize\_won : Whether the client won a prize from the store

Require\_financing : Whether the client required financing or not

Got\_a\_TV : Whether the client purchased a television or not

Did\_a\_purchase : Whether the client purchase an item besides a television

Promotion\_used: Number of promotions used by the client

LT\_clients: Lifetime value of the client

Prize\_amount : The prize amount received

Amount\_purchased: Amount spent besides electronics

Amount\_financing : The amount received for financing

Nb\_electronics : Number of electronics purchased

### Profile :

Date\_of\_year : Date of the transaction

Clients : client ID

Female : Female 1; Male 0

Email : Whether the company has the email or not

Lives\_with\_parents : Whether client lives with their parents or not

Work : Type of work (1 : professional; 2 :Manager; 3 :Blue collar; 4:White collar; 5:retired; 6: no job

Family : Whether has a family or not

State : 1: California; 2: Vermont; 3: Colorado; 4: Hawaii; 5: Maine; 6:Illinois

Education : 1: High School, 2: College; 3: Bachelor; 4: Master; 5: Doctorate

Age : Age

amount\_spent\_electronics : Amount spent on electronics in average aside from the purchase