Credit Card Lead Prediction

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:

* Customer details (gender, age, region etc.)
* Details of his/her relationship with the bank (Channel\_Code,Vintage, 'Avg\_Asset\_Value etc.)

**Data Dictionary**

**Train Data**

|  |  |
| --- | --- |
| Variable | Definition |
| 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 |

**Test Data**

|  |  |
| --- | --- |
| Variable | Definition |
| 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) |
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| Is\_Active | If the Customer is Active in last 3 Months |
|  |  |

**Sample Submission**

This file contains the exact submission format for the predictions. Please submit CSV file only.

|  |  |
| --- | --- |
| **Variable** | **Definition** |
| ID | Unique Identifier for a row |
| Is\_Lead | (Target) Probability of Customer showing interest (class 1) |