

Data Mining - Assignment 2

You've taken a project with the sales division at a local bank. They've collected many years worth of data on some 45,000+ customers. The information they have recorded involves the clients personal information and also the clients' points of contact with sales representatives over the course of their most recent sales campaign and previous sales campaigns. The data dictionary is provided in the file BankDesc.txt. The bank's goal is to optimize their strategy going forward in the next campaign. They'd like to know what attributes might indicate a potential sale versus a waste of time so that sales people can use the data in the system to prioritize which customers to target next.

Provide your feedback to the bank in a professional report.