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| **Data Description:** |  |
|  |  |
| ID | Customer ID |
| Age | Customer's age in completed years |
| Experience | Years of professional experience |
| Income | Annual income of the customer |
| ZIPCode | Home Address ZIP code |
| Family | Family size of the customer |
| CCAvg | A spending on credit cards per month |
| Education | Education Level. 1: Undergrad; 2: Graduate; 3: Advanced/Professional |
| Mortgage | Value of house mortgage if any |
| Personal Loan | Did this customer accept the personal loan offered in the last campaign? |
| Securities Account | Does the customer have a securities account with the bank? |
| CD Account | Does the customer have a certificate of deposit (CD) account with the bank? |
| Online | Does the customer use internet banking facilities? |
| CreditCard | Does the customer use a credit card issued by Bank? |

**Problem statement**

The department wants to build a model that will help them identify the potential customers who have a higher probability of purchasing the loan. This will increase the success ratio while at the same time reduce the cost of the campaign.