

## Data Mining - Assignment 2

You work on the analytics team at a large investment bank. While many of the departments are analytically savvy, a portion of the sales team is just beginning to come out of the realm of telemarketing and into the digital age. They've collected data on some 45,000+ previous customers and would like to use that data to gather some guidance on how to know what product to suggest to current customers next. They are interested in sending out promotional information on 4 different 'products': Brokerage Accounts, Roth IRAs, Term Deposits (CDs), and Mortgage Refinance Offers. They would like some analytical guidance in order to determine which promotions to send to which individuals, but they are not ready to implement a fancy real-time model with software. They're looking for simple rules to guide them in their marketing assignments.

Provide your guidance to the sales team in a professional report that is complete but *to the point*.