

Course: Knowledge Engineering and Business Intelligence

Resource Person: **Nadeem Qaisar Mehmood**

ASSIGNMENT: Learning from Observations

Assignment Type: Paper work

Decision Trees

Scenario:

AutoRash Traders © has a broad business of automobiles and has many customers. In order to market their new product in the country they are planning to target only a limited number of possible customers, to advertise them directly and invite at a ceremony. In order to achieve the goal they collected the previous advertising data while looking on the following data set, what data mining technique you will suggest to **AutoRash Traders** ©, so that they could able to predict about a new customer that he will purchase a car or not. **AutoRash Traders** © have gathered the following data set about different customers, please suggest a predicting modeling technique that could predict about a new customer that whether he will purchase a car or not.

Serial No	Marital Status	Home Owner	Annual Income	Bought Car
1	Single	Y	Normal	Yes
2	Married	Y	Normal	Yes
3	Divorced	N	Low	No
4	Divorced	Y	High	Yes
5	Single	N	Low	No
6	Single	N	Normal	No

END OF ASSIGNMENT