

# Assignment<sup>1</sup>

## Scenario

**AutoTraders** 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 them for a marketing event.

**AutoTraders** have gathered the following data set about different customers:

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

## Task

Suggest a predicting modeling technique that could predict whether a new customer will purchase a car or not

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