OPIS KOLONA IZ BAZE “CUSTOMER\_SIMULATION”

Sve kolone su kategoricke i sifrovane su zbog zastite podataka. Podaci su preuzeti iz vece stvarne tabele koja opisuje klijente iz banke, ali su varijable prilagodjene ovom tipu zadatka. Posmatran je manji skup podataka i manje postojecih kategorija.

1. **Node 1** – Omiljeni / najcesce korisceni kanal komunikacije putem kog banka salje kampanje i informacije klijentu
   1. Value 1 – Email
   2. Value 2 – Contact center
   3. Value 3 – Viber
   4. Value 4 – Mobile banking app
2. **Node 2 –** Pol klijenta
   1. Value 1 – Male
   2. Value 2 – Female
   3. Value 3 – Undefined
   4. Value 4 – Missing information
3. **Node 3 –** Grad u kome klijent stanuje
   1. Value 1 – Beograd
   2. Value 2 – Novi Sad
   3. Value 3 – Kragujevac
   4. Value 4 – Wien
4. **Node 4** – Branch code / Kod najblize ekspoziture
   1. Value 1 – 104
   2. Value 2 – 308
   3. Value 3 – 215
   4. Value 4 – 170
5. **Node 5** – Bracni status
   1. Value 1 – SIngle
   2. Value 2 – Married
   3. Value 3 – Divorced
   4. Value 4 – Widowed
6. **Node 6** – Education Level (nivo obrazovanja)
   1. Value 1 – High School
   2. Value 2 – Bachelor Degree
   3. Value 3 – Master degree
   4. Value 4 – PhD
7. **Node 7** – Employment Status (status zaposlenja)
   1. Value 1 – Employed
   2. Value 2 – Unemployed
   3. Value 3 – Self-Employed
   4. Value 4 – Retired
8. **Node 8** – Income range (skala prihoda)
   1. Value 1 – No income
   2. Value 2 – Low income
   3. Value 3 – Middle income
   4. Value 4 – High income
9. **Node 9** – Account type (tip racuna koji klijent poseduje)
   1. Value 1 – Savings Account
   2. Value 2 – Checking account
   3. Value 3 – Credit card account
   4. Value 4 – Investment account
10. **Node 10** – Credit History (koliko dugu istoriju ima klijent u banci, prekodirano u 4 kategorije)
    1. Value 1 – No history
    2. Value 2 – Poor
    3. Value 3 – Middle
    4. Value 4 – Good
11. **Node 11** – Loan status (kreditni status)
    1. Value 1 - No loan
    2. Value 2 – Current loan
    3. Value 3 – Paid off loan
    4. Value 4 – Defaulted loan
12. **Node 12** – Residential status (stambeni status)
    1. Value 1 - Own home
    2. Value 2 – Renting
    3. Value 3 – Living with family
    4. Value 4 – Other
13. **Node 13** – Customer type (tip klijenta)
    1. Value 1 – New customer
    2. Value 2 – Existing customer
    3. Value 3 – Inactive customer
    4. Value 4 – Black list (klijent ima neka dugovanja zbog cega je automatski prebacen u ovu podkategoriju)
14. **Node 14** – Account usage (koliko cesto klijent koristi nalog)
    1. Value 1 – Frequent user
    2. Value 2 – Occasional user
    3. Value 3 – Inactive user
    4. Value 4 – High Transaction Volume
15. **Node 15** – Channel of acquisition (indicating the channel through which the client was acquired by the bank)
    1. Value 1 – Branch visit
    2. Value 2 – Online advertisement
    3. Value 3 – Direct mail
    4. Value 4 – Referral
16. **Node 16** – Card type (tip kartice koju klijent poseduje)
    1. Value 1 – Debit card
    2. Value 2 – Credit type
    3. Value 3 – Prepaid card
    4. Value 4 – Reward card
17. **Node 17** – Language preference (maternji jezik)
    1. Value 1 – Serbian
    2. Value 2 – English
    3. Value 3 – Russian
    4. Value 4 – German
18. **Node 18** – Investment preference
    1. Value 1 – Stocks
    2. Value 2 – Bonds
    3. Value 3 – Real Estate
    4. Value 4 – Saving accounts
19. **Node 19** – Job type (kategorija zanimanja)
    1. Value 1 – Administrative
    2. Value 2 – Professional / Techincal
    3. Value 3 – Sales /Marketing
    4. Value 4 - Healthcare