Column	Inferred Meaning
age	Age of the customer.
job	Type of job the customer holds (e.g., management, technician, blue-collar, etc.).
marital	Marital status of the customer (e.g., single, married).
education	Level of education of the customer (e.g., secondary, tertiary, unknown).
default	Indicates if the customer has credit in default (e.g., "yes", "no").
balance	The balance of the customer's account in euros.
housing	Indicates if the customer has a housing loan (e.g., "yes", "no").
loan	Indicates if the customer has a personal loan (e.g., "yes", "no").
contact	Type of communication contact (e.g., telephone, cellular, unknown).
day	Last contact day of the month (numeric).
month	Last contact month of the year (e.g., "may", "jun").
duration	Last contact duration in seconds.
campaign	Number of contacts performed during this campaign for the customer.
pdays	Number of days since the customer was last contacted from a previous campaign.
previous	Number of contacts performed before this campaign.
poutcome	Outcome of the previous marketing campaign (e.g., success, failure, unknown).
y	Indicates if the customer subscribed to the product (e.g., "yes", "no").
State	The randomly assigned U.S. state added for analysis purposes.