Data: [Customer Personality Analysis](https://www.kaggle.com/sanjayv007/customer-segmentation-and-personality-analysis/data?select=marketing_campaign.csv)

| No | Variables | Definition | Key |
| --- | --- | --- | --- |
| 1 | ID | Customer’s Unique Identifier |  |
| 2 | Year\_Birth | Customer's birth year |  |
| 3 | Education | Education Qualification of customer |  |
| 4 | Marital\_Status | Marital Status of customer |  |
| 5 | Income | Customer's yearly household income |  |
| 6 | Kidhome | Number of children in customer's household |  |
| 7 | Teenhome | Number of teenagers in customer's household |  |
| 8 | Dt\_Customer | Date of customer's enrollment with the company |  |
| 9 | Recency | Number of days since customer's last purchase |  |
| 10 | MntWines | Amount spent on wine in last 2 years |  |
| 11 | MntFruits | Amount spent on fruits in last 2 years |  |
| 12 | MntMeatProducts | Amount spent on meat in last 2 years |  |
| 13 | MntFishProducts | Amount spent on fish in last 2 years |  |
| 14 | MntSweetProducts | Amount spent on sweets in last 2 years |  |
| 15 | MntGoldProds | Amount spent on gold in last 2 years |  |
| 16 | NumDealsPurchases | Number of purchases made with a discount |  |
| 17 | NumWebPurchases | Number of purchases made through the company’s website |  |
| 18 | NumCatalogPurchases | Number of purchases made using a catalogue |  |
| 19 | NumStorePurchases | Number of purchases made directly in stores |  |
| 20 | NumWebVisitsMonth | Number of visits to company’s website in the last month |  |
| 21 | AcceptedCmp3 | 1 if customer accepted the offer in the 3rd campaign, 0 otherwise |  |
| 22 | AcceptedCmp4 | 1 if customer accepted the offer in the 4th campaign, 0 otherwise |  |
| 23 | AcceptedCmp5 | 1 if customer accepted the offer in the 5th campaign, 0 otherwise |  |
| 24 | AcceptedCmp1 | 1 if customer accepted the offer in the 1st campaign, 0 otherwise |  |
| 25 | AcceptedCmp2 | 1 if customer accepted the offer in the 2nd campaign, 0 otherwise |  |
| 26 | Complain | 1 if customer complained in the last 2 years, 0 otherwise |  |
| 27 | Z\_CostContact |  |  |
| 28 | Z\_Revenue |  |  |
| 29 | Response | 1 if customer accepted the offer in the last campaign, 0 otherwise |  |
|  |  |  |  |
| 30 | Age | 2021 - [‘Year\_Birth’]  Age of the Customer |  |