Marketing Campaign Dataset - Column Descriptions

# Customer Demographics & Profile

* \*\*ID\*\*: Unique identifier for each customer.
* \*\*Year\_Birth\*\*: Year of birth of the customer.
* \*\*Education\*\*: Customer's level of education (e.g., Graduation, PhD).
* \*\*Marital\_Status\*\*: Marital status (e.g., Single, Married, Together).
* \*\*Income\*\*: Annual income of the customer (may have some missing values).
* \*\*Kidhome\*\*: Number of children in the household.
* \*\*Teenhome\*\*: Number of teenagers in the household.
* \*\*Dt\_Customer\*\*: Date when the customer joined.
* \*\*Recency\*\*: Number of days since the customer's last purchase.

# Spending on Product Categories

* \*\*MntWines\*\*: Amount spent on wine.
* \*\*MntFruits\*\*: Amount spent on fruits.
* \*\*MntMeatProducts\*\*: Amount spent on meat products.
* \*\*MntFishProducts\*\*: Amount spent on fish products.
* \*\*MntSweetProducts\*\*: Amount spent on sweets.
* \*\*MntGoldProds\*\*: Amount spent on gold products.

# Purchase Channels

* \*\*NumDealsPurchases\*\*: Number of purchases made with a discount/deal.
* \*\*NumWebPurchases\*\*: Number of purchases made via the website.
* \*\*NumCatalogPurchases\*\*: Number of purchases made using a catalog.
* \*\*NumStorePurchases\*\*: Number of purchases made in-store.
* \*\*NumWebVisitsMonth\*\*: Number of visits to the website in the last month.

# Campaign Acceptance

* \*\*AcceptedCmp1\*\*: Accepted 1st marketing campaign (1 = Yes, 0 = No).
* \*\*AcceptedCmp2\*\*: Accepted 2nd marketing campaign.
* \*\*AcceptedCmp3\*\*: Accepted 3rd marketing campaign.
* \*\*AcceptedCmp4\*\*: Accepted 4th marketing campaign.
* \*\*AcceptedCmp5\*\*: Accepted 5th marketing campaign.
* \*\*Response\*\*: Accepted the last campaign (1 = Yes, 0 = No).

# Other Attributes

* \*\*Complain\*\*: Whether the customer has complained in the last 2 years (1 = Yes, 0 = No).
* \*\*Z\_CostContact\*\*: Constant value (possibly a placeholder or campaign cost).
* \*\*Z\_Revenue\*\*: Constant value (possibly a placeholder for revenue per contact).