|  |  |  |
| --- | --- | --- |
| Field | Values | Description |
| flag | Y,  N | Y = The customer bought the product.  N = The customer didn’t not buy the product. |
| gender | M, F | M = Male  F = Female |
| education | 0. <HS,  1.HS,  2.Some College,  3.Bach,  4.Grad | 0. <HS = Customer did not complete high school.  1.HS = Customer completed high school but did not attend college.  2.Some College = customer attended college but did not complete a full degree.  3.Bach = Customer completed a bachelor’s degree.  4.Grad = Customer completed some post graduate level qualifications. |
| house\_val | In fixed values | A value of the customer’s house. |
| age | 1\_Unk,  2\_<=25,  3\_<=35,  4\_<=45,  5\_<=55,  6\_<=65,  7\_>65, | 1\_Unk = Customers age is unknown.  2\_<=25 = Customer is less than or equal to 25.  3\_<=35 = Customer is less than or equal to 35 .  4\_<=45 = Customer is less than or equal to 45.  5\_<=55 = Customer is less than or equal to 55.  6\_<=65 = Customer is less than or equal to 65.  7\_>65 = Customer is greater than 65. |
| online | Y,  N, | Yes = Yes, the customer bought online  No = No, the customer did not buy online |
| customer\_psy | A – J, U | A = The highest pay bracket for a customer  J = The lowest pay bracket for a customer  U = Unknown |
| marriage | Single,  Married | Single = not married  Married = not married |
| child | Y,  N,  U, | Y = Yes  N = No  U = Unknown, |
| occupation | The category of occupation | The category of occupation, |
| mortgage | 1Low  2Med  3High | 1Low = the lowest mortgage bracket,  2Med = the middle mortgage bracket,  3High = the highest mortgage bracket, |
| house\_owner | Owner  Renter | Owner = the customer is the owner of the house.  Renter = the customer is not the owner of the house. |
| region | The region the customer is living | The region the customer is living, |
| car\_prob | 1 – 9 | The number of cars at the home of the customer |
| fam\_income | A – L, U | A = The highest pay bracket for a customer,  J = The lowest pay bracket for a customer,  U =Unknown, |