

## Kaggle Dataset Info

Source:	<a href="https://www.kaggle.com/arjunbhasin2013/ccdata">https://www.kaggle.com/arjunbhasin2013/ccdata</a>
Licence:	<a href="#">CC0: Public Domain</a>
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### Description:

This case requires to develop a customer segmentation to define marketing strategy. The sample Dataset summarizes the usage behavior of about 9000 active credit card holders during the last 6 months. The file is at a customer level with 18 behavioral variables.

### Following is the Data Dictionary for Credit Card dataset:

CUSTID : Identification of Credit Card holder (Categorical)  
BALANCE : Balance amount left in their account to make purchases (  
BALANCEFREQUENCY : How frequently the Balance is updated, score between 0 and 1 (1 = frequently updated, 0 = not frequently updated)  
PURCHASES : Amount of purchases made from account  
ONEOFFPURCHASES : Maximum purchase amount done in one-go  
INSTALLMENTSPURCHASES : Amount of purchase done in installment  
CASHADVANCE : Cash in advance given by the user  
PURCHASESFREQUENCY : How frequently the Purchases are being made, score between 0 and 1 (1 = frequently purchased, 0 = not frequently purchased)  
ONEOFFPURCHASESFREQUENCY : How frequently Purchases are happening in one-go (1 = frequently purchased, 0 = not frequently purchased)  
PURCHASESINSTALLMENTSFREQUENCY : How frequently purchases in installments are being done (1 = frequently done, 0 = not frequently done)  
CASHADVANCEFREQUENCY : How frequently the cash in advance being paid  
CASHADVANCETRX : Number of Transactions made with "Cash in Advanced"  
PURCHASESTRX : Number of purchase transactions made  
CREDITLIMIT : Limit of Credit Card for user  
PAYMENTS : Amount of Payment done by user  
MINIMUM\_PAYMENTS : Minimum amount of payments made by user  
PRCFULLPAYMENT : Percent of full payment paid by user  
TENURE : Tenure of credit card service for user