**People**

* ID: Customer's unique identifier
* Year\_Birth: Customer's birth year
* Education: Customer's education level
* Marital\_Status: Customer's marital status
* Income: Customer's yearly household income
* Kidhome: Number of children in customer's household
* Teenhome: Number of teenagers in customer's household
* Dt\_Customer: Date of customer's enrollment with the company
* Recency: Number of days since customer's last purchase

**Products**

* MntWines: Amount spent on wine in last 2 years
* MntFruits: Amount spent on fruits in last 2 years
* MntMeatProducts: Amount spent on meat in last 2 years
* MntFishProducts: Amount spent on fish in last 2 years
* MntSweetProducts: Amount spent on sweets in last 2 years
* MntGoldProds: Amount spent on gold in last 2 years

**Promotion**

* NumDealsPurchases: Number of purchases made with a discount
* AcceptedCmp1: 1 if customer accepted the offer in the 1st campaign, 0 otherwise
* AcceptedCmp2: 1 if customer accepted the offer in the 2nd campaign, 0 otherwise
* AcceptedCmp3: 1 if customer accepted the offer in the 3rd campaign, 0 otherwise
* AcceptedCmp4: 1 if customer accepted the offer in the 4th campaign, 0 otherwise
* AcceptedCmp5: 1 if customer accepted the offer in the 5th campaign, 0 otherwise

**Place**

* NumWebPurchases: Number of purchases made through the company’s website
* NumCatalogPurchases: Number of purchases made using a catalogue
* NumStorePurchases: Number of purchases made directly in stores
* NumWebVisitsMonth: Number of visits to company’s website in the last month

**Others**

* Complain: 1 if the customer complained in the last 2 years, 0 otherwise
* Z\_CostContact: ?
* Z\_Revenue: ?
* Response: 1 if customer accepted the offer in the last campaign, 0 otherwise

**Note**

In above cell "Z\_CostContact" and "Z\_Revenue" have same value in all the rows that's why , they are not going to contribute anything in the model building. So we can drop them..