

## **Columns' description:**

### **Customer Information**

- 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
- Complain: 1 if the customer complained in the last 2 years, 0 otherwise

### **Purchasing Information**

- 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

### **Purchase Place**

- NumWebPurchases: Number of purchases made through the company's website
- NumStorePurchases: Number of purchases made directly in stores