

Column name	Type	Characteristic	Description
customernumber	int	nom	Unique customer number
date	date	car	Date of first order
saturation	int	nom	Saturation: 0 = Ms.; 1 = Mr.; 2 = Company
title	int	nom	Title: 0 = Not available; 1 = available
domain	int	nom	Email provider domain: 0 = aol.com; 1 = arcor.de; 2 = freenet.de; 3 = gmail.com; 4 = gmx.de; 5 = hotmail.de; 6 = online.de; 7 = onlinehome.de; 8 = t-online.de; 9 = web.de; 10 = yahoo.com; 11 = yahoo.de; 12 = others
datecreated	date	car	Date account opened
newsletter	int	nom	Newsletter subscribed: 0 = No; 1 = Yes
model	int	nom	Model 1; 2; 3
paymenttype	int	nom	Payment type: 0 = Payment on invoice; 1 = Cash payment; 2 = Transfer from current account; 3 = Transfer from credit card
deliverytype	int	nom	Delivery type: 0 = Dispatch; 1 = collection
invoicepostcode	char	nom	Invoice address postcode
delivpostcode	char	nom	Delivery address postcode
voucher	int	nom	Voucher redeemed: 0 = No; 1 = Yes
advertisingdatacode	char	nom	advertising data code
case	int	ord	Value of goods: 1 = low; 5 = high
numberitems	int	car	Number of ordered items
gift	int	nom	Gift option: 0 = No; 1 = Yes

Column name	Type	Characteristic	Description
entry	int	nom	Entry into the shop: 0 = Shop; 1 = Partner
points	int	nom	Points redeemed: 0 = No; 1 = Yes
shippingcosts	int	nom	Shipping costs incurred: 0 = No; 1 = Yes
deliverydatepromised	date	car	Delivery date (promised)
deliverydatereal	date	car	Delivery date (real)
weight	int	car	Shipment weight
remi	int	car	Number of remitted items
cancel	int	car	Number of cancelled items
used	int	car	Number of used items
w0	int	car	Number of bound books ordered
w1	int	car	Number of paperbacks ordered
w2	int	car	Number of school books ordered
w3	int	car	Number of ebooks ordered
w4	int	car	Number of audio books ordered
w5	int	car	Number of audio books ordered (download)
w6	int	car	Number of films ordered
w7	int	car	Number of musical items ordered
w8	int	car	Number of hardware items ordered
w9	int	car	Number of imported items ordered
w10	int	car	Number of other items ordered
target90	int	nom	Re-order within 90 days: 0 = No; 1 = Yes

Characteristics

nom	Nominal
ord	Ordinal
car	Cardinal

Types

int	Integer
char	String
date	Date (YYYY-MM-DD)