Attributes:

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

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

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 year

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

Response: 1 if customer accepted the offer in the last campaign, 0 otherwise

Place

NumWebPurchases: Number of purchases made through the company's web site

NumCatalogPurchases: Number of purchases made using a catalogue

NumStorePurchases: Number of purchases made directly in stores

NumWebVisitsMonth: Number of visits to company's web site in the last month