Age group:

10 - 19 = 1

20 - 29 = 2

30 - 39 = 3

40 - 49 = 4

50 - 59 = 5

60 - 69 = 6

70 - 79 = 7

80 - 89 = 8

90 - 99 = 9

1 - age (numeric)

2 - job : type of job
(categorical:"admin.","unknown","unemployed","management","housemaid","entrepreneur","student", "blue-collar","self-employed","retired","technician","services")

3 - marital : marital status (categorical: "married","divorced","single"; note: "divorced" means divorced or widowed)

4 - education (categorical: "unknown","secondary","primary","tertiary")

5 - default: has credit in default? (binary: "yes","no")

6 - balance: average yearly balance, in euros (numeric)

7 - housing: has housing loan? (binary: "yes","no")

8 - loan: has personal loan? (binary: "yes","no")

#related with the last contact of the current campaign:

9 - contact: contact communication type (categorical: "unknown","telephone","cellular")

10 - day: last contact day of the month (numeric)

11 - month: last contact month of year (categorical: "jan", "feb", "mar", ..., "nov", "dec")

12 - duration: last contact duration, in seconds (numeric).

Important note: This attribute highly affects the output target (e.g., if duration=0 then y="no"). Yet, the duration is not known before a call is performed. Also, after the end of the call y is obviously known.

Thus, this input should only be included for benchmark purposes and should be discarded if the intention is to have a realistic predictive model.

#other attributes:

13 - campaign: number of contacts performed during this campaign and for this client (numeric, includes last contact)

14 - pdays: number of days that passed by after the client was last contacted from a previous campaign (numeric, -1 means client was not previously contacted)

15 - previous: number of contacts performed before this campaign and for this client (numeric)

16 - poutcome: outcome of the previous marketing campaign (categorical:"unknown","other","failure","success")

Output variable (desired target):

17 - y - has the client subscribed a term deposit? (binary: "yes","no")