Metadata Table

Feature Description

Income customers’ yearly household income

Kidhome number of children under 12 in customers’ household

Teenhome number of teenagers in customers’ household

Recency number of days since the last purchase

MntWines amount spent on wines in the last 2 years

MntFruits amount spent on fruits in the last 2 years

mntMeatProducts amount spent on meat products in the last 2 years

MntFishProducts amount spent on fish products in the last 2 years

MntSweetProducts amount spent on sweet products in the last 2 years

MntGoldProds amount spent on gold products in the last 2 years

NumDealsPurchases number of purchases made with catalogue

NumWebPurchases number of purchases made through company’s web site

NumCatalogPurchases number of purchases made with discount

NumStorePurchases number of purchases made directly in stores

NumWebVisitsMonth number of visits to company’s web site in the last month

AcceptedCmp1 1 if customers accepted the offer in the 1st campaign, 0 otherwise

AcceptedCmp2 1 if customers accepted the offer in the 2nd campaign, 0 otherwise

AcceptedCmp3 1 if customers accepted the offer in the 3rd campaign, 0 otherwise

AcceptedCmp4 1 if customers accepted the offer in the 4th campaign, 0 otherwise

AcceptedCmp5 1 if customers accepted the offer in the 5th campaign, 0 otherwise

Response (target) 1 if customers accepted the offer in the last campaign, 0 otherwise

Complain 1 if customers complained in the last 2 years

Marital customer’s marital status

Education customer’s level of education

DtCustomer date of customers’s enrollment with the company