**Data description for bank marketing dataset**

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| **Variable** | **Variable Type** | **Description** |
| age | Numeric | Age of the client who is the targe of this marketing exercise |
| job | Categorical | type of job (categories: ‘admin.‘, ‘blue-collar‘, ‘entrepreneur‘, ‘housemaid‘,  ‘management‘, ‘retired‘, ‘self- employed‘, ‘services‘, ‘student‘, ‘technician‘,  ‘unemployed‘, ‘unknown‘) |
| marital | Categorical | marital status (categories: “married”, “divorced”, “single”; note: “divorced” means  divorced or widowed) |
| education | Categorical | education qualification (categories: “unknown”, “secondary”, “primary”, “tertiary”) |
| default | Categorical | customer has credit in default? (categories: ‘no‘, ‘yes‘) |
| balance | Numerical | average yearly balance, in euros |
| housing-loan | Categorical | has housing loan? (categories: ‘no‘, ‘yes‘) |
| personal-loan | Categorical | has personal loan? (categories: ‘no‘, ‘yes‘) |
| current-campaign | Numerical | number of contacts performed for this campaign and for this client |
| previous-campaign | Numerical | number of contacts performed before this campaign and for this client |
| subscribed | Categorical | has the client subscribed a term deposit? (binary: “yes”, “no”) |