Context

Marketing Promotion Campaign  
with a total of 64,000 customers data.

Content

* This dataset shows customer's brief information,
* historical use of discount or BOGO (Buy One Get One) promotion,
* offer has been made, and the conversion result (buy or not).
* The conversion average value = $25

Acknowledgements

This dataset is a fictional dataset for practicing purpose

Inspiration

* Predict customer's conversion rate
* Uplift Modelling to maximizing marketing campaign and reducing campaign cost

Source: <https://www.kaggle.com/datasets/davinwijaya/customer-retention>