This data set contains details of a bank's customers and the target variable is a binary variable reflecting the fact whether the customer left the bank (closed his account) or he continues to be a customer.

It consists of 10,000 records and includes 14 columns of various types of data. Here's a breakdown of the columns:

1. RowNumber: An index for each row.

2. CustomerId: Unique identifier for each customer.

3. Surname: Customer's surname.

4. CreditScore: Numerical value representing the credit score of the customer.

5. Geography: Categorical variable indicating the country of the customer (France, Spain, Germany).

6. Gender: Categorical variable for the customer's gender(Female, Male).

7. Age: Numerical value representing the customer's age.

8. Tenure: Number of years the customer has been with the bank.

9. Balance: Amount of money held in the customer's account.

10. NumOfProducts: Number of bank products the customer uses.

11. HasCrCard: Binary variable indicating if the customer has a credit card (1 for yes, 0 for no).

12. IsActiveMember: Binary variable indicating if the customer is an active member (1 for yes, 0 for no).

13. EstimatedSalary: Estimated salary of the customer.

14. Exited: Binary variable indicating whether the customer exited the bank (1 for yes, 0 for no), i.e., churn status.

The dataset seems to aim at predicting customer churn based on various features like demographics, financial behavior, and tenure with the bank. This type of dataset is often used in machine learning projects to build predictive models that can anticipate which customers are more likely to leave the bank, allowing the bank to take proactive measures to retain them.