**Data Dictionary**

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| **Column Name** | **Data Type** | **Description** |
| age | Integer | Age of the customer in years |
| job | Object | Customer’s job type |
| marital | Object | Customer’s marital status |
| education | Object | Customer’s education level |
| default | Float | Did the customer have credit in default at time of contact? |
| housing | Float | Did the customer have a housing loan at time of contact? |
| loan | Float | Did the customer have a personal loan at time of contact? |
| contact | Object | Contact communication type |
| month | Object | Month of the year of latest contact |
| day\_of\_week | Object | Day of the week of latest contact |
| campaign | Integer | Number of contacts performed during this campaign and for this customer |
| pdays | Integer | Number of days that passed by after the customer was last contacted from a previous campaign (999 means client was not previously contacted) |
| previous | Integer | Number of contacts performed before this campaign and for this customer |
| poutcome | Object | Outcome of the previous marketing campaign |
| emp.var.rate | Float | Quarterly economic indicator (employment variation rate) at time of contact |
| cons.price.idx | Float | Quarterly economic indicator (consumer price index) at time of contact |
| cons.conf.idx | Float | Quarterly economic indicator (consumer confidence index) at time of contact |
| euribor3m | Float | Euribor 3-month rate. European central bank interest rate, can be used as a proxy for the state of the economy at time of customer contact |
| nr.employed | Float | Quarterly economic indicator (number of employees) at time of contact |
| y | Integer | Target variable - has the customer subscribed to a term deposit? |