**Job.**

type of job (categorical: 'admin.','blue-collar','entrepreneur','housemaid','management','retired','self-employed','services','student','technician','unemployed','unknown').

**Marital.**

marital status (categorical: 'divorced','married','single','unknown'; note: 'divorced' means divorced or widowed).

**Default.**

has credit in default?

**Balance.**

average yearly balance – Euros.

**Housing.**

has housing loan?

**Loan.**

has personal loan?

**Contact**.

Contact communication type(categorical: 'cellular','telephone').)

**Day\_of\_week.**

last contact day of the week.

**Month.**

last contact month of year (categorical: 'jan', 'feb', 'mar', ..., 'nov', 'dec').

**Duration.**

last contact duration, in seconds (numeric). Important note: this attribute highly affects the output target (e.g., if duration=0 then y='no'). Yet, the duration is not known before a call is performed. Also, after the end of the call y is obviously known. Thus, this input should only be included for benchmark purposes and should be discarded if the intention is to have a realistic predictive model.

**Campaign.**  
number of contacts performed during this campaign and for this client (numeric, includes last contact)

**Pdays.**

number of days that passed by after the client was last contacted from a previous campaign (numeric; -1 means client was not previously contacted).

**Previous.**

number of contacts performed before this campaign and for this client.

**Poutcome.**

outcome of the previous marketing campaign (categorical: 'failure','nonexistent','success').

**Y - Deposit.**

has the client subscribed a term deposit?