

Feature	Description
<b>ID</b>	Unique customer identifier
<b>DtCustomer</b>	date of customer's enrolment with the company
<b>Education</b>	customer's level of education
<b>Marital_status</b>	customer's marital status
<b>Kidhome</b>	number of small children in customer's household
<b>Teenhome</b>	number of teenagers in customer's household
<b>Income</b>	customer's yearly household income
<b>MntFishProducts</b>	amount spent on fish products in the last 2 years
<b>MntMeatProducts</b>	amount spent on meat products in the last 2 years
<b>MntFruits</b>	amount spent on fruits products in the last 2 years
<b>MntSweetProducts</b>	amount spent on sweet products in the last 2 years
<b>MntWines</b>	amount spent on wine products in the last 2 years
<b>MntGoldProds</b>	amount spent on gold products in the last 2 years
<b>NumDealsPurchases</b>	number of purchases made with discount
<b>NumCatalogPurchase</b>	number of purchases made using catalogue
<b>NumStorePurchases</b>	number of purchases made directly in stores
<b>NumWebPurchases</b>	number of purchases made through company's web site
<b>NumWebVisitsMont</b>	number of visits to company's web site in the last month
<b>Recency</b>	number of days since the last purchase
<b>Complain</b>	1 if customer complained in the last 2 years
<b>AcceptedCmp1</b>	1 if customer accepted the offer in the 1st campaign, 0 otherwise
<b>AcceptedCmp2</b>	1 if customer accepted the offer in the 2nd campaign, 0 otherwise

<b>AcceptedCmp3</b>	1 if customer accepted the offer in the 3rd campaign, 0 otherwise
<b>AcceptedCmp4</b>	1 if customer accepted the offer in the 4th campaign, 0 otherwise
<b>AcceptedCmp5</b>	1 if customer accepted the offer in the 5th campaign, 0 otherwise
<b>Response (target)</b>	1 if customer accepted the offer in the last campaign, 0 otherwise