Variable Name	Description
target variable:	
y	has the client subscribed a term deposit? (binary: 'yes', 'no')
bank client data:	
age	age at the contact date
job	type of job, e.g. 'admin.', 'blue-collar', 'entrepreneur', 'self-employed', 'services', 'student', 'technician', 'unemployed'
marital	marital status, incl. 'divorced', 'married', 'single' (note: 'divorced' means divorced or widowed)
education	education level, e.g. 'basic.4y', 'basic.6y', 'basic.9y', 'high.school', 'illiterate', 'professional.course', 'university.degree'
default	has credit in default?
housing	has housing loan?
loan	has personal loan?
related with the last contact of the current campaign:	
contact	contact communication type ('cellular', 'telephone')
month	last contact month of year, e.g. 'jan', 'feb'
day_of_week	last contact day of the week, e.g. 'mon', 'tue'
duration	last contact duration, in seconds. **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.
other attributes:	
campaign	number of contacts performed during this campaign and for this client
pdays	number of days that passed by after the client was last contacted from a previous campaign
previous	number of contacts performed before this campaign and for this client
poutcome	outcome of the previous marketing campaign, incl. 'failure', 'nonexistent', 'success'
social and economic context attributes:	
emp.var.rate	employment variation rate – quarterly indicator
cons.price.idx	consumer price index – monthly indicator
cons.conf.idx	consumer confidence index – monthly indicator
euribor3m	euribor (Euro Interbank Offered Rate) 3 month rate – daily indicator
nr.employed	number of employees – quarterly indicator

Table 2: Variable description of bank marketing dataset