**Relevance of Attributes in Given Datasets**

**Towards Identifying Highly Profitable Customers**

Relevancy value suggests increasing relevance with increasing value such that;

‘0’ suggests no relevance, while ‘3’ denotes strong determining ability.

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| --- | --- |
| **Transactions** | |
| **Attribute** | **Relevancy** |
| product\_id | 0 |
| customer\_id | identity |
| online\_order | 2 |
| order\_status | 1 |
| brand | 0 |
| product\_line | 0 |
| product\_class | 0 |
| product\_size | 0 |
| list\_price | 3 |
| standard\_cost | 3 |
| purchase\_month | 1 |

|  |  |
| --- | --- |
| **Customer Demographic** | |
| **Attribute** | **Relevancy** |
| customer\_id | identity |
| gender | 1 |
| past\_3\_years\_bike\_related\_purchases | 3 |
| job\_industry\_category | 0/1 |
| wealth\_segment | 2 |
| owns\_car | 3 |
| tenure | 3 |
| age | 3 |

|  |  |
| --- | --- |
| **Customer Address** | |
| **Attribute** | **Relevancy** |
| customer\_id | identity |
| state | 1 |
| property\_valuation | 2 |