| **Variable** | **Description** |
| --- | --- |
| UserID | Unique ID of user |
| Taken\_product | Indicates if a product was taken ("Yes" or "No") |
| Yearly\_avg\_view\_on\_travel\_page | Average yearly views on any travel related page by user |
| preferred\_device | Through which device user preferred to do login |
| total\_likes\_on\_outstation\_checkin\_ given | Total number of likes given by a user on out of station checkings in last year |
| yearly\_avg\_Outstation\_checkins | Average number of out of station check-in done by user |
| member\_in\_family | Total number of relationship mentioned by user in the account |
| preferred\_location\_type | Preferred type of the location for travelling of user |
| Yearly\_avg\_comment\_on\_travel\_pa ge | Average yearly comments on any travel related page by user |
| total\_likes\_on\_outofstation\_checkin\_received | Total number of likes received by a user on out of station checkings in last year |
| week\_since\_last\_outstation\_checkin | Number of weeks since last out of station check-in update by user |
| following\_company\_page | Whether the customer is following company page (Yes or No) |
| montly\_avg\_comment\_on\_compan y\_page | Average monthly comments on company page by user |
| working\_flag | Whether the customer is working or not |
| travelling\_network\_rating | Does user have close friends who also like travelling. 1 is highs and 4 is lowest |
| Adult\_flag | Whether the customer is adult or not |
| Daily\_Avg\_mins\_spend\_on\_travelin g\_page | Average time spent on the company page by user on daily basis |