# Table Schema: High\_Profit\_Individual\_Customer

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| Column Name | Data Type | Description |
| Customer\_ID | VARCHAR(10) | Unique identifier for each customer. |
| Age | INT | Customer's age, used for segmentation and personalized recommendations. |
| Account\_Balance | DECIMAL(15, 2) | Total balance in their Barclays accounts, indicating financial strength. |
| Monthly\_Spending | DECIMAL(10, 2) | Average monthly spending, useful for understanding lifestyle and risk tolerance. |
| Investment\_Portfolio\_Value | DECIMAL(15, 2) | Total value of their investment portfolio, showing investment capacity. |
| Risk\_Score | VARCHAR(10) | Categorized score (e.g., High, Medium, Low) based on customer risk tolerance or exposure. |
| Sector\_Exposure | VARCHAR(100) | The sectors in which the customer has significant investments (e.g., Technology, Finance). |
| High\_Value\_Transactions | INT | Count of transactions exceeding a set high-value threshold in the past month. |
| Loan\_Amount | DECIMAL(15, 2) | Total loan amount, which can indicate credit dependency and potential interest income. |
| Credit\_Score | INT | Creditworthiness score, useful for risk assessment and product recommendations. |
| Investment\_Return\_Rate | DECIMAL(5, 2) | Historical rate of return on their investments, useful for identifying high-performing customers. |
| Predicted\_Risk | VARCHAR(10) | Predicted risk (e.g., High, Medium, Low) based on spending, credit score, and market exposure. |
| Suggested\_Product | VARCHAR(50) | Recommended product or service based on customer profile and preferences (e.g., Wealth Management). |
| Preferred\_Sector | VARCHAR(50) | Sector with the highest interest or returns, useful for targeted investment suggestions. |
| Investment\_Horizon | VARCHAR(15) | Investment duration preference (e.g., Short-Term, Medium-Term, Long-Term). |
| Global\_Event\_Impact | VARCHAR(10) | Expected impact of global events on the customer’s portfolio (e.g., Low, Moderate, High). |
| Engagement\_Score | INT | Customer engagement level based on app usage, support interactions, etc. |
| Profitability\_Score | VARCHAR(15) | Overall profitability for Barclays, categorizing customers as High, Medium, or Low in terms of revenue. |