

**customer\_profiles.csv**

Features	Description
gender	male, female, other
age	age in years. Missing values were encoded as 118.
id	unique identifier for each customer
became_member_on	date in which the customer created a rewards/membership account. It is formatted as (year_month_day)
income	annual income in USD (\$)
ever_married	“Yes” if the customer has been or is currently married. Otherwise, “No”.
kids	number of kids the customer has. 5 represents 5 or more children.
home_state	the state the customer resides in

**ad\_events.csv**

Features	Description
customer	unique id seen in customer_profiles.csv
event	type of event that occurred: “transaction”, “offer received”, “offer viewed”, or “offer completed”
event_info	details of the specific event that occurred. for example, if a transaction, then the amount will be listed here.
time	the amount of time that has elapsed since the test began. Time begins at 0. If time is 168, that means 168 minutes have elapsed when the event occurred.

**ad\_details.csv**

Features	Description
reward	the amount earned from completing the ad requirements (in USD \$).
channels	the location the ad was featured
required_amount	the amount that needed to be spend in order for the reward to be earned.

duration (days)	the length of time the ad was valid
offer_type	the deal type described in the ad: "bogo", "discount" or "informational"
ad id	unique id seen in ad_events.csv