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        "2   Teenhome                             2021 non-null   int64  \n",
        "3   Recency                              2021 non-null   int64  \n",
        "4   MntWines                             2021 non-null   int64  \n",
        "5   MntFruits                            2021 non-null   int64  \n",
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        "16  AcceptedCmp4                        2021 non-null   int64  \n",
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[illegible]

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"std      20713.046401      0.536196      0.546393      28.950917      337.603877  \n",
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"mean      26.364671     166.059871      37.603662      27.268679  \n",
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    "      MntGoldProds    ...    marital_Together    marital_Widow    education_2n Cycle
\\n",
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\n",
    "mean     43.921821    ...    0.251856    0.034636    0.090549
\n",
    "std      51.678211    ...    0.434186    0.182902    0.287038
\n",
    "min       0.000000    ...    0.000000    0.000000    0.000000
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    "25%       9.000000    ...    0.000000    0.000000    0.000000
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    "50%      25.000000    ...    0.000000    0.000000    0.000000
\n",
    "75%      56.000000    ...    1.000000    0.000000    0.000000
\n",
    "max      321.000000    ...    1.000000    1.000000    1.000000
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    "\n",
    "      education_Basic    education_Graduation    education_Master    education_PhD
\\n",
    "count    2021.000000    2021.000000    2021.000000    2021.000000
\n",
    "mean     0.024245    0.502227    0.165760    0.217219
\n",
    "std      0.153848    0.500119    0.371957    0.412455
\n",
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    "75%       0.000000    1.000000    0.000000    0.000000
\n",
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    "\n",
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    "mean     563.789213    519.867392    0.302326    \n",
    "std      576.775749    554.797857    0.680812    \n",
    "min       4.000000    -283.000000    0.000000    \n",
    "25%      55.000000    42.000000    0.000000    \n",
    "50%     343.000000    288.000000    0.000000    \n",
    "75%     964.000000    883.000000    0.000000    \n",
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'NumDealsPurchases', 'NumWebPurchases', 'NumCatalogPurchases', 'NumStorePurchases',
'NumWebVisitsMonth', 'AcceptedCmp3', 'AcceptedCmp4', 'AcceptedCmp5', 'AcceptedCmp1',
'AcceptedCmp2', 'Complain', 'Z_CostContact', 'Z_Revenue', 'Response', 'Age',
'Customer_Days', 'marital_Divorced', 'marital_Married', 'marital_Single',
'marital_Together', 'marital_Widow', 'education_2n Cycle', 'education_Basic',
'education_Graduation', 'education_Master', 'education_PhD', 'MntTotal',
'MntRegularProds', 'AcceptedCmpOverall']\n'
  ]
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{
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    }
  ]
}

```



```

}
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        "4      NaN      NaN      NaN      NaN      NaN      NaN      NaN  \n",
        "5      NaN      NaN      NaN      NaN      NaN      NaN      NaN  \n",
        "\n",
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        "5      NaN      NaN      NaN  ...      NaN  \n",
        "\n",
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        "\\\n",
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        "\n",
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        "\n",
        "  AcceptedCmpOverall  \n",
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        "2      NaN  \n",
        "3      NaN  \n",
        "4      NaN  \n",
        "5      NaN  \n",
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]

```

```

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          "MntFruits              int64\n",
          "MntMeatProducts       int64\n",
          "MntFishProducts       int64\n",
          "MntSweetProducts      int64\n",
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          "NumWebPurchases       int64\n",
          "NumCatalogPurchases  int64\n",
          "NumStorePurchases     int64\n",
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          "AcceptedCmp2          int64\n",
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                    "MntWines                775\n",
                    "MntFruits               158\n",
                    "MntMeatProducts        551\n",
                    "MntFishProducts        182\n",
                    "MntSweetProducts       176\n",
                    "MntGoldProds           212\n",
                    "NumDealsPurchases      15\n",
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                    "NumCatalogPurchases    13\n",
                    "NumStorePurchases      14\n",
                    "NumWebVisitsMonth       16\n",
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                    "AcceptedCmp1           2\n",
                    "AcceptedCmp2           2\n",
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                    "Z_CostContact          1\n",
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                    "marital_Together       2\n",
                    "marital_Widow          2\n",
                    "education_2n Cycle     2\n",
                    "education_Basic        2\n",
                    "education_Graduation   2\n",
                    "education_Master       2\n",
                    "education_PhD          2\n",
                    "MntTotal               897\n",
                    "MntRegularProds        974\n",
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        "Kidhome         -0.540774   1.000000   -0.050093   0.020118  -0.506500   \n",
        "Teenhome         0.044418   -0.050093   1.000000   0.020180   0.003875   \n",
        "Recency          0.001105   0.020118   0.020180   1.000000   0.011484   \n",
        "MntWines         0.724708  -0.506500   0.003875   0.011484   1.000000   \n",
        "MntFruits        0.535848  -0.374275  -0.178776  -0.012252   0.382979   \n",
        "MntMeatProducts  0.697477  -0.446086  -0.266716   0.016184   0.587013   \n",
        "MntFishProducts  0.549806  -0.389791  -0.199319  -0.001318   0.391603   \n",
        "MntSweetProducts 0.552832  -0.376579  -0.164658   0.023051   0.382027   \n",
        "MntGoldProds     0.407378  -0.352719  -0.017015   0.011669   0.388793   \n",
        "NumDealsPurchases -0.135717   0.218667   0.383452   0.009301   0.016442   \n",
        "NumWebPurchases  0.495144  -0.382000   0.152427  -0.005093   0.547999   \n",
        "NumCatalogPurchases 0.705481  -0.520050  -0.113313   0.018353   0.667444   \n",
        "NumStorePurchases 0.684358  -0.510595   0.042422  -0.000854   0.635343   \n",
        "NumWebVisitsMonth -0.643992   0.443678   0.121869  -0.011966  -0.320189   \n",
        "AcceptedCmp3     -0.012205   0.010724  -0.044637  -0.033744   0.062512   \n",
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        "AcceptedCmp5      0.414748  -0.209389  -0.186869  -0.003143   0.465395   \n",
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        "AcceptedCmp2      0.108958  -0.086224  -0.026130  -0.009087   0.199833   \n",
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        "Z_Revenue          NaN          NaN          NaN          NaN          NaN   \n",
        "Response          0.175167  -0.081551  -0.159405  -0.203954   0.237115   \n",
        "Age               0.216372  -0.249583   0.363746   0.013426   0.171150   \n",
        "Customer_Days     -0.018110  -0.058885   0.017962   0.032079   0.173372   \n",
        "marital_Divorced   0.015109  -0.017626   0.061630   0.003251   0.019061   \n",
        "marital_Married    -0.007835   0.018890   0.016588  -0.023304  -0.011615   \n",
        "marital_Single     -0.018309   0.012490  -0.102413  -0.000090  -0.022368   \n",
        "marital_Together   -0.004510   0.013476   0.017923   0.026454   0.002680   \n"
      ]
    }
  ]
}

```

"marital_Widow	0.047589	-0.080938	0.041237	-0.005951	0.043129	\n",
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"education_Basic	-0.241868	0.055667	-0.117622	-0.006353	-0.139500	\n",
"education_Graduation	0.022483	-0.001837	-0.022271	0.029918	-0.063519	\n",
"education_Master	0.025343	0.006154	0.015267	-0.024965	0.042088	\n",
"education_PhD	0.083590	-0.037222	0.097234	-0.002639	0.156308	\n",
"MntTotal	0.819203	-0.556572	-0.142572	0.013583	0.900320	\n",
"MntRegularProds	0.813709	-0.545765	-0.146635	0.013034	0.899770	\n",
"AcceptedCmpOverall	0.386264	-0.222246	-0.129615	-0.016580	0.504129	\n",
"campaing	0.386264	-0.222246	-0.129615	-0.016580	0.504129	\n",
"Education	NaN	NaN	NaN	NaN	NaN	\n",
"\n",						
"	MntFruits	MntMeatProducts	MntFishProducts	\\n",		
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"Kidhome	-0.374275	-0.446086	-0.389791	\n",		
"Teenhome	-0.178776	-0.266716	-0.199319	\n",		
"Recency	-0.012252	0.016184	-0.001318	\n",		
"MntWines	0.382979	0.587013	0.391603	\n",		
"MntFruits	1.000000	0.567547	0.590591	\n",		
"MntMeatProducts	0.567547	1.000000	0.591345	\n",		
"MntFishProducts	0.590591	0.591345	1.000000	\n",		
"MntSweetProducts	0.559035	0.550626	0.582989	\n",		
"MntGoldProds	0.397650	0.369275	0.423038	\n",		
"NumDealsPurchases	-0.138933	-0.162961	-0.141935	\n",		
"NumWebPurchases	0.295250	0.322937	0.294885	\n",		
"NumCatalogPurchases	0.513863	0.711143	0.558567	\n",		
"NumStorePurchases	0.453758	0.511026	0.460480	\n",		
"NumWebVisitsMonth	-0.416852	-0.534085	-0.445388	\n",		
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"AcceptedCmp4	0.010029	0.083345	0.007875	\n",		
"AcceptedCmp5	0.211462	0.387075	0.187540	\n",		
"AcceptedCmp1	0.202663	0.332420	0.265955	\n",		
"AcceptedCmp2	-0.005463	0.048808	0.002825	\n",		
"Complain	0.000009	-0.019014	-0.016861	\n",		
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"marital_Single	0.011683	0.039576	0.011542	\n",		
"marital_Together	-0.013175	-0.004804	0.016258	\n",		
"marital_Widow	0.022147	0.021799	0.043181	\n",		
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"education_Basic	-0.060095	-0.110610	-0.057071	\n",		
"education_Graduation	0.124698	0.070197	0.115776	\n",		
"education_Master	-0.049594	-0.000993	-0.044861	\n",		
"education_PhD	-0.100364	-0.013010	-0.114751	\n",		
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"MntRegularProds	0.592953	0.859577	0.618217	\n",		
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"campaing	0.161660	0.317153	0.167190	\n",		
"Education	NaN	NaN	NaN	\n",		
"\n",						
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\\n",						
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\n",						
"Kidhome	-0.376579	-0.352719	...	0.018874		
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"Teenhome	-0.164658	-0.017015	...	-0.057655		
\n",						
"Recency	0.023051	0.011669	...	-0.012580		
\n",						
"MntWines	0.382027	0.388793	...	-0.093702		
\n",						



\n",	"MntFruits	0.559035	0.397650	...	0.023426
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\n",	"MntFishProducts	0.582989	0.423038	...	0.051890
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\n",	"MntGoldProds	0.360066	1.000000	...	0.018399
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\n",	"AcceptedCmp2	0.012889	0.059577	...	-0.005421
\n",	"Complain	-0.019010	-0.028533	...	0.022862
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\n",	"Z_Revenue	NaN	NaN	...	NaN
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\n",	"Customer_Days	0.092455	0.175949	...	0.018961
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\n",	"marital_Married	-0.005689	-0.013787	...	-0.003825
\n",	"marital_Single	-0.001670	0.003348	...	-0.021312
\n",	"marital_Together	-0.007453	-0.016684	...	0.023478
\n",	"marital_Widow	0.047537	0.047057	...	-0.012621
\n",	"education_2n Cycle	0.060890	0.018399	...	1.000000
\n",	"education_Basic	-0.055583	-0.064580	...	-0.049739
\n",	"education_Graduation	0.107790	0.127268	...	-0.316947
\n",	"education_Master	-0.064249	-0.028093	...	-0.140652
\n",	"education_PhD	-0.094401	-0.117699	...	-0.166219
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\n",	"campaigning	0.198419	0.193890 ...	-0.021091
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\n",	"Teenhome	-0.117622	-0.022271	0.015267
\n",	"Recency	-0.006353	0.029918	-0.024965
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\n",	"MntFruits	-0.060095	0.124698	-0.049594
\n",	"MntMeatProducts	-0.110610	0.070197	-0.000993
\n",	"MntFishProducts	-0.057071	0.115776	-0.044861
\n",	"MntSweetProducts	-0.055583	0.107790	-0.064249
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\n",	"NumStorePurchases	-0.143006	0.014207	0.012146
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\n",	"marital_Married	-0.006816	-0.004564	0.002399
\n",	"marital_Single	0.056449	0.013189	-0.011037
\n",	"marital_Together	-0.009938	-0.008283	0.017253

\n",	"marital_Widow	-0.012265	-0.022491	-0.004389
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\n",	"education_Master	-0.070265	-0.447742	1.000000
\n",	"education_PhD	-0.083037	-0.529131	-0.234813
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\n",	"MntRegularProds	-0.136829	0.005785	0.015026
\n",	"AcceptedCmpOverall	-0.046385	0.007473	-0.008365
\n",	"campaing	-0.046385	0.007473	-0.008365
\n",	"Education	NaN	NaN	NaN
\n",	"\n",			
"	education_PhD	MntTotal	MntRegularProds	\\n",
"Income	0.083590	0.819203	0.813709	\n",
"Kidhome	-0.037222	-0.556572	-0.545765	\n",
"Teenhome	0.097234	-0.142572	-0.146635	\n",
"Recency	-0.002639	0.013583	0.013034	\n",
"MntWines	0.156308	0.900320	0.899770	\n",
"MntFruits	-0.100364	0.605987	0.592953	\n",
"MntMeatProducts	-0.013010	0.859909	0.859577	\n",
"MntFishProducts	-0.114751	0.632563	0.618217	\n",
"MntSweetProducts	-0.094401	0.599632	0.589846	\n",
"MntGoldProds	-0.117699	0.461980	0.387133	\n",
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"AcceptedCmp2	0.025048	0.136395	0.136249	\n",
"Complain	-0.038884	-0.030881	-0.029447	\n",
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"Z_Revenue	NaN	NaN	NaN	\n",
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"Customer_Days	-0.031793	0.157682	0.147539	\n",
"marital_Divorced	0.002009	0.000859	-0.000309	\n",
"marital_Married	0.008575	-0.019594	-0.019086	\n",
"marital_Single	-0.012264	0.003778	0.003616	\n",
"marital_Together	-0.018147	-0.000162	0.001386	\n",
"marital_Widow	0.044588	0.042618	0.039923	\n",
"education_2n Cycle	-0.166219	-0.060311	-0.064414	\n",
"education_Basic	-0.083037	-0.137401	-0.136829	\n",
"education_Graduation	-0.529131	0.016968	0.005785	\n",
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"education_PhD	1.000000	0.061885	0.075300	\n",
"MntTotal	0.061885	1.000000	0.996582	\n",
"MntRegularProds	0.075300	0.996582	1.000000	\n",
"AcceptedCmpOverall	0.030462	0.457344	0.457401	\n",
"campaing	0.030462	0.457344	0.457401	\n",
"Education	NaN	NaN	NaN	\n",
"\n",				



```

"AcceptedCmpOverall    campaing    Education    \n",
"Income                0.386264    0.386264    NaN    \n",
"Kidhome               -0.222246    -0.222246    NaN    \n",
"Teenhome              -0.129615    -0.129615    NaN    \n",
"Recency               -0.016580    -0.016580    NaN    \n",
"MntWines              0.504129    0.504129    NaN    \n",
"MntFruits             0.161660    0.161660    NaN    \n",
"MntMeatProducts       0.317153    0.317153    NaN    \n",
"MntFishProducts       0.167190    0.167190    NaN    \n",
"MntSweetProducts      0.198419    0.198419    NaN    \n",
"MntGoldProds          0.193890    0.193890    NaN    \n",
"NumDealsPurchases     -0.124337    -0.124337    NaN    \n",
"NumWebPurchases       0.199786    0.199786    NaN    \n",
"NumCatalogPurchases   0.364224    0.364224    NaN    \n",
"NumStorePurchases     0.208347    0.208347    NaN    \n",
"NumWebVisitsMonth     -0.164530    -0.164530    NaN    \n",
"AcceptedCmp3          0.432281    0.432281    NaN    \n",
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"AcceptedCmp5          0.715659    0.715659    NaN    \n",
"AcceptedCmp1          0.682526    0.682526    NaN    \n",
"AcceptedCmp2          0.452465    0.452465    NaN    \n",
"Complain              -0.020672    -0.020672    NaN    \n",
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"Z_Revenue             NaN          NaN          NaN    \n",
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"campaing              1.000000    1.000000    NaN    \n",
"Education             NaN          NaN          NaN    \n",
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]
}
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"corr_matrix = numeric_df.corr()\n",
"\n",
"print(corr_matrix)"
]
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"1      True\n",
"2      True\n",
"3      True\n",

```

```

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        "... \n",
        "2198   True\n",
        "2200   True\n",
        "2202   True\n",
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                "0      1      571\n",
                "      0      567\n",
                "1      0      456\n",
                "      1      337\n",
                "0      2      28\n",
                "2      1      24\n",
                "1      2      21\n",
                "2      0      17\n",
                "Name: count, dtype: int64\n"
            ]
        }
    ],
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        "print(df[['Kidhome', 'Teenhome']].value_counts())"
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```

```

"1      868\n",
"2      455\n",
"3      272\n",
"4      176\n",
"5       84\n",
"6       57\n",
"0       35\n",
"7       33\n",
"8       14\n",
"9        7\n",
"15      5\n",
"10      5\n",
"11      5\n",
"13      3\n",
"12      2\n",
"Name: count, dtype: int64\n"
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}
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  "print(df['NumDealsPurchases'].value_counts())"
]
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    "df[\"marital_Married\"] = df['marital_Married'].replace({1: \"married\"})\n",
    "df[\"marital_Single\"] = df['marital_Single'].replace({1: \"single\"})\n",
    "df[\"marital_Together\"] = df['marital_Together'].replace({1: \"relationship\"})\n",
    "df[\"marital_Widow\"] = df['marital_Widow'].replace({1: \"widow\"})"
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          "Name: proportion, dtype: float64"
        ]
      },
      "execution_count": 39,
      "metadata": {},
      "output_type": "execute_result"
    }
  ],
  "source": [

```



```

"df['marital_Married'].value_counts(normalize=True)"
]
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          "      <th>MntFishProducts</th>\n",
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          "    <tr>\n",
          "      <th>marital_Married</th>\n",
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          "</table>\n",
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        "text/plain": [

```

```

        "
        MntWines  MntMeatProducts  MntFishProducts\n",
        "marital_Married\n",
        "0      532.696401      296.904538      64.735524\n",
        "1      510.801435      269.858852      58.373206"
    ]
},
"execution_count": 41,
"metadata": {},
"output_type": "execute_result"
}
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]
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        "df[\"AcceptedCmp3\"] = df['AcceptedCmp3'].replace({0:\"accepted\",1:\"denied\"})\n",
        "df[\"AcceptedCmp4\"] = df['AcceptedCmp4'].replace({0:\"accepted\",1:\"denied\"})\n",
        "df[\"AcceptedCmp5\"] = df['AcceptedCmp5'].replace({0:\"accepted\",1:\"denied\"})\n",
        "df[\"Complain\"] = df['Complain'].replace({1:\"complained\",0:\"otherwise\"})"
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        "#### success rate of the last marketing campaign"
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]

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