

## Data Description

1. **ID** – Unique ID assigned to each customer
2. **Age** – Customer's age in completed years
3. **Experience** – Number of years of professional experience
4. **Income** – Annual income of the customer (in \$000)
5. **ZIPCode** – Home address ZIP code of the customer
6. **Family** – Family size of the customer
7. **CCAvg** – Average monthly credit card spending (in \$000)
8. **Education** – Education level of the customer
  - 1: Undergrad
  - 2: Graduate
  - 3: Advanced/Professional
9. **Mortgage** – Value of house mortgage if any (in \$000)
10. **Personal Loan** – Whether the customer accepted the personal loan offered in the last campaign (1 = Yes, 0 = No)
11. **Securities Account** – Whether the customer has a securities account with the bank (1 = Yes, 0 = No)
12. **CD Account** – Whether the customer has a certificate of deposit (CD) account (1 = Yes, 0 = No)
13. **Online** – Whether the customer uses internet banking (1 = Yes, 0 = No)
14. **CreditCard** – Whether the customer uses a credit card issued by Universal Bank (1 = Yes, 0 = No)