**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 |