**Data Dictionary**

**Attributes:**

**Customer Information**

* **Customer\_ID**: Unique identifier for each customer.
* **Year\_Birth**: Customer's birth year.
* **Education\_Level**: Education level of the customer.
* **Marital\_Status**: Customer’s marital status (e.g., Single, Married, Divorced).
* **Annual\_Income**: Estimated yearly income of the customer’s household (in £).
* **Kidhome**: Number of children in customer's household.
* **Teenhome**: Number of teenagers in customer's household.
* **Dt\_Customer**: Date of customer's enrolment with the company.
* **Last\_Interaction**: Number of days since the last interaction with the company (e.g., purchase, visit, or call).
* **Feedback\_Complaint**: 1 if the customer raised a complaint in the last 2 years, 0 otherwise.

**Product Spending**

* **Spend\_Wine**: Amount spent (in £) on premium wine in the last 2 years.
* **Spend\_OrganicFood**: Amount spent (in £) on organic vegetables and fruits in the last 2 years.
* **Spend\_Meat**:Amount spent (in £) on meat and fish in the last 2 years.
* **Spend\_WellnessProducts**: Amount spent (in £) on wellness products (e.g., supplements, skincare) in the last 2 years.
* **Spend\_Treats**: Amount spent (in £) on small treats like chocolates or candies in the last 2 years.
* **Spend\_LuxuryGoods**: Amount spent (in £) on luxury goods (e.g., jewelry, gold) in the last 2 years.

**Promotion Engagement**

* **Promo\_Purchases**: Number of purchases made during promotional periods.
* **Accepted\_Offer1**: 1 if the customer accepted the offer in Campaign 1, 0 otherwise.
* **Accepted\_Offer2**: 1 if the customer accepted the offer in Campaign 2, 0 otherwise.
* **Accepted\_Offer3**: 1 if the customer accepted the offer in Campaign 3, 0 otherwise.
* **Accepted\_Offer4**: 1 if the customer accepted the offer in Campaign 4, 0 otherwise.
* **Accepted\_Offer5**: 1 if the customer accepted the offer in Campaign 5, 0 otherwise.
* **Response\_Latest**: 1 if the customer accepted the offer in the latest campaign, 0 otherwise.

**Shopping Channels**

* **Purchases\_Online**: Number of purchases made through the company's website.
* **Purchases\_Catalog**: Number of purchases made via catalog orders.
* **Purchases\_Store**: Number of purchases made in physical retail stores.
* **Visits\_OnlineLastMonth**: Number of visits to the company’s website in the last month.