

Marketing Campaign Data - Legend

Variable	Description
AcceptedCmp1	1 if customer accepted the offer in the 1st campaign, 0 otherwise
AcceptedCmp2	1 if customer accepted the offer in the 2nd campaign, 0 otherwise
AcceptedCmp3	1 if customer accepted the offer in the 3rd campaign, 0 otherwise
AcceptedCmp4	1 if customer accepted the offer in the 4th campaign, 0 otherwise
AcceptedCmp5	1 if customer accepted the offer in the 5th campaign, 0 otherwise
Response (target)	1 if customer accepted the offer in the last campaign, 0 otherwise
Complain	1 if customer complained in the last 2 years
DtCustomer	date of customer's enrollment with the company
Education	customer's level of education
Marital	customer's marital status
Kidhome	number of small children in customer's household
Teenhome	number of teenagers in customer's household
Income	customer's yearly household income
MntFishProducts	amount spent on fish products in the last 2 years
MntMeatProducts	amount spent on meat products in the last 2 years
MntFruits	amount spent on fruits products in the last 2 years
MntSweetProducts	amount spent on sweet products in the last 2 years
MntWines	amount spent on wine products in the last 2 years
MntGoldProds	amount spent on gold products in the last 2 years
NumDealsPurchases	number of purchases made with discount
NumCatalogPurchases	number of purchases made using catalogue
NumStorePurchases	number of purchases made directly in stores
NumWebPurchases	number of purchases made through company's web site
NumWebVisitsMonth	number of visits to company's web site in the last month
Recency	number of days since the last purchase