<https://www.kaggle.com/datasets/janiobachmann/bank-marketing-dataset?resource=download>

Target Column:

* y: This is the target column and represents whether the customer subscribed to a term deposit (yes/no). It's either 1 (subscribed) or 0 (not subscribed).

Customer Information:

* age: Age of the customer (numerical).
* marital: Marital status (married, single, divorced).
* education: Level of education (secondary, tertiary, unknown).
* job: Type of job (management, technical, blue-collar, services, student, retired, housewife, unemployed).
* housing: Type of housing (own, rent).
* loan: Have they received a previous loan (yes/no).
* contact: Month of last contact (numerical).
* day: Day of week of last contact (numerical).
* month: Month of last contact (numerical).
* duration: Duration of last contact (seconds).
* campaign: Number of contacts during this campaign (numerical).
* previous: Number of previous contacts by phone (numerical).
* pdays: Number of days that passed since the customer was contacted for the previous campaign (numerical).
* preferred: Channel of communication preference (telephone, cellular).