| Variable | Type | Description |
| --- | --- | --- |
| Feature_ae_0 | Numeric | Customer - Age of the customer |
| Feature_dn_1 | Numeric | Telematics - Latest call duration (in seconds), measured during last sales call (only known after call has taken place) |
| Feature_cn_2 | Numeric | Telematics - Number of call attempts made to the customer |
| Feature_ps_3 | Numeric | Telematics - Number of days which passed since the last campaign (999 - no previous campaign) |
| Feature_ps_4 | Numeric | Telematics - Number of call attempts made to the customer for the previous campaign |
| Feature_ee_5 | Numeric | Macro variable - employment variation rate (Quarterly) |
| Feature_cx_6 | Numeric | Macro variable - consumer price index (Monthly) |
| Feature_cx_7 | Numeric | Macro variable - consumer confidence index (Monthly) |
| Feature_em_8 | Numeric | Macro variable - 3 month interbank rate (Quarterly) |
| Feature_nd_9 | Numeric | Macro variable - number of employees (Quarterly) |
| Feature_jd_10 | Category | Customer - type of employment |
| Feature_md_11 | Category | Customer - civil status |
| Feature_ed_12 | Category | Customer - highest level of education |
| Feature_dd_13 | Category | Customer - has some type of credit faclity in default |
| Feature_hd_14 | Category | Customer - has a home loan |
| Feature_ld_15 | Category | Customer - has a personal loan |
| Feature_cd_16 | Category | Customer - contact medium |
| Feature_md_17 | Category | Telematics - month when last contacted |
| Feature_dd_18 | Category | Telematics - day of the week when last contacted |
| Feature_pd_19 | Category | Performance - outcome of the previous campaign |
| Response | Binary | Did the customer take up the offer 1 = Yes, 0 = No |