**Use case 1** : bank data(fixed deposit subscription after marketing campaign)

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| **Name of Features** | **Description** | **Type** | **Relevance (w.r.t. other features)** |
| age | Age of user | Quantitative,discrete | Relevant : demographic predictor |
| default | Has credit in default | Quantitative,binary | Relevant : credit risk indicator |
| balance | Balance in user account | Quantitative,continuous,ratio | Relevant : financial satbility |
| housing | User has housing loan or not | Quantitative,binary | Relevant : existing financial commitments |
| loan | Loan taken by use or not | Quantitative,binary | Relevant : same reason as housing loans |
| duration | Duration of last contact with user during campaign (in secs) | Quantitative,continuous,ratio | Relevant : Highly predictive but **not usable** in real-time models (data leakage risk) |
| campaign | No. of contacts during current campaign | Quantitative,discrete | Relevant :indicates persistence |
| pdays | Days since last contact in previous campaign(-1 : never) | Quantitative,discrete | Relevant : engagement history |
| previous | No. of contacts in previous campaign | Quantitative,discrete | Relevant : past interaction frequency |
| poutfailure | Previous campaign outcome : failure(0/1) | Quantitative,binary | Relevant : -ve historical signal |
| poutother | Previous campaign outcome : other(0/1) | Quantitative,binary | Relevant : ambiguous outcome |
| poutsuccess | Previous campaign outcome : success(0/1) | Quantitative,binary | Highly relevant : +ve historical signal |
| poutunknown | Previous campaign outcome : unknown(0/1) | Quantitative,binary | Relevant : may indicate missing data |
| con\_cellular | Contact type: cellular(0/1) | Quantitative,binary | Relevant : more effective than telephone |
| con\_telephone | Contact type: telephone(0/1) | Quantitative,binary | Relevant : historically less effective |
| con\_unknown | Contact type: unknown (0/1) | Quantitative,binary | Irrelevant : poor data quality |
| divorced | Marital status: divorced (0/1) | Quantitative,binary | Relevant : indicates demographics |
| married | Marital status: married (0/1) | Quantitative,binary | Relevant : may indicate financial stability |
| single | Marital status: single (0/1) | Quantitative,binary | Relevant : may correlate with risk taking |
| joadmin | Job : admin (0/1) | Quantitative,binary | Relevant : indicates financial stability |
| joblue.collar | Job : blue collar (0/1) | Quantitative,binary | Relevant : low income |
| joentrepreneur | Job : entrepreneur (0/1) | Quantitative,binary | Relevant : financially independant |
| johousemaid | Job : housemaid (0/1) | Quantitative,binary | Relevant : low income |
| jomanagement | Job : management (0/1) | Quantitative,binary | Relevant : high income |
| joretired | Job : retired(0/1) | Quantitative,binary | Relevant : savings present |
| Joself.employed | Job : self employed (0/1) | Quantitative,binary | Relevant : variable income |
| joservices | Job : services (0/1) | Quantitative,binary | Relevant : mid income |
| jostudent | Job : student (0/1) | Quantitative,binary | Relevant : low income |
| jotechnician | Job : technician (0/1) | Quantitative,binary | Relevant : stable income |
| jounemployed | Job : unemployed (0/1) | Quantitative,binary | Relevant : low financial capability |
| jounknown | Job : unknown (0/1) | Quantitative,binary | Irrelevant : missing data |
| y | Target : subscribed to fixed disposit (0/1) | Quantitative,binary | Target variable |