

Description for Task 2: Marketing Performance

Get the dataset (xls file) [here](#).

Description

ID	User ID
Year Birth	User Birth Year
Education	User Education
Marital Status	User Marital Status
Income	User Income (\$)
Dt_Custom	Date of customer's enrollment with the company
Recency	Number of days since customer's last purchase
MntWines	Amount spent on wine in the last 2 years
MntFruits	Amount spent on fruits in the last 2 years
MntMeatProducts	Amount spent on meat in the last 2 years
MntFishProducts	Amount spent on fish in the last 2 years
NumWebPurchases	Number of purchases made through the company's web site
NumWebVisitsMonth	Number of visits to company's web site in the last month
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
AcceptedCmp1	1 if customer accepted the offer in the 2nd campaign, 0 otherwise
AcceptedCmp2	1 if customer accepted the offer in the 1st campaign, 0 otherwise