

Data A. Customer Personality Analysis

- ID: Customer's unique identifier. 客戶的唯一識別碼
- Year_Birth: Customer's birth year. 客戶的出生年份
- Education: Customer's education level. 客戶的教育水準
- Marital_Status: Customer's marital status. 客戶的婚姻狀況
- Income: Customer's yearly household income. 客戶的家庭年收入
- Kidhome: Number of children in customer's household. 客戶家庭中的孩子數量
- Teenhome: Number of teenagers in customer's household. 客戶家庭中的青少年人數
- Dt_Customer: Date of customer's enrollment with the company. 客戶在公司註冊的日期
- Recency: Number of days since customer's last purchase. 自客戶上次購買以來的天數
- Complain: 1 if the customer complained in the last 2 years, 0 otherwise. 1，如果客戶在過去兩年中投訴，否則為0
- MntWines: Amount spent on wine in last 2 years. 過去2年中在葡萄酒上花費的金額
- MntFruits: Amount spent on fruits in last 2 years. 過去2年中花在水果上的金額
- MntMeatProducts: Amount spent on meat in last 2 years. 過去的2年中花在肉類上的金額
- MntFishProducts: Amount spent on fish in last 2 years. 過去2年中花在魚上的金額
- MntSweetProducts: Amount spent on sweets in last 2 years. 過去2年中花在糖果上的金額
- MntGoldProds: Amount spent on gold in last 2 years. 過去2年中花在黃金上的金額
- NumDealsPurchases: Number of purchases made with a discount. 使用折扣購買的數量
- 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.
- AcceptedCmp1 : 1，如果客戶在第一次活動中接受了優惠，否則為0
- AcceptedCmp2 : 1，如果客戶在第二次活動中接受了優惠，否則為0
- AcceptedCmp3 : 1，如果客戶在第三次活動中接受了優惠，否則為0
- AcceptedCmp4 : 1，如果客戶在第四次活動中接受了報價，否則為0
- AcceptedCmp5 : 1，如果客戶在第五次活動中接受了報價，否則為0
- Response: 1 if customer accepted the offer in the last campaign, 0 otherwise. 1，如客戶在最後一次活動中接受了報價，否則為0
- NumWebPurchases: Number of purchases made through the company's website 通過公司的網站購買的數量
- NumCatalogPurchases: Number of purchases made using a catalogue 用目錄購買的數量
- NumStorePurchases: Number of purchases made directly in stores 在商店購買的數量
- NumWebVisitsMonth: Number of visits to company's website in the last month 上個月訪問公司網站的次數

Data B. Supermarket store branches sales analysis

In the dataset, You'll get data of different stores of a supermarket company as per their store IDs which for ease has been converted to positive integers. 一家超市公司的不同商店的數據

- Store ID: (Index) ID of the particular store. 特定商店的ID
- Store_Area: Physical Area of the store in yard square. 商店的實際面積，單位是平方碼
- Items_Available: Number of different items available in the corresponding store. 商店中不同商品的數量
- DailyCustomerCount: Number of customers who visited to stores on an average over month. 一個月內平均訪問商店的顧客數量
- Store_Sales: Sales in (US \$) that stores made. 商店的銷售額（美元）

Data C. Spotify Top 100 Songs of 2010-2019

- title: Song's Title 曲名
- artist: Song's artist 歌手
- genre: Genre of song 歌曲的類型
- year released: Year the song was released 歌曲發佈年份
- added: Day song was added to Spotify's Top Hits playlist 歌曲被添加到Spotify的Top Hits播放清單的日子
- bpm: Beats Per Minute - The tempo of the song 每分鐘拍子 - 歌曲的節奏
- nrgy: Energy - How energetic the song is 能量 - 歌曲的活力程度
- dnce: Danceability - How easy it is to dance to the song 舞蹈性 - 這首歌有多容易跳舞
- dB: Decibel - How loud the song is 分貝 - 歌曲的音量有多大
- live: How likely the song is a live recording 這首歌是現場錄音的可能性有多大
- val: How positive the mood of the song is 歌曲的情緒有多積極
- dur: Duration of the song 歌長
- acous: How acoustic the song is 歌曲的原聲效果如何
- spch: The more the song is focused on spoken word 歌曲口語化程度
- pop: Popularity of the song (not a ranking) 歌曲受歡迎程度（不是排名）
- top year: Year the song was a top hit 該歌曲成為熱門歌曲的年份
- artist type: Tells if artist is solo, duo, trio, or a band 歌手是獨唱、二重唱、三重唱，還是樂團。

Data D. Forbes 2022 Billionaires data. 2022 富比士

- Rank: Rank of the person according to their wealth. 根據財富排名
- Name: Name of the person. 名字
- Networth: Their Net worth in all the forms included (in US Billion dollars). 包括所有形式的淨資產（以十億美元計）
- Age: Age of the person. 年齡
- Country: Country or Region they belong to. 所屬的國家或地區
- Source: The immediate source of their wealth (their company). 財富的直接來源（他們的公司）
- Industry: Industry they're into. 從事的行業

Data E. Top YouTube Channels Data

- rank: Rank of the channel as per number of subscribers they have. 頻道的排名，根據他們擁有的訂閱者數量。
- youtuber: Channel Official Name. 頻道官方名稱。
- subscribers: Number of subscribers channel have. 頻道擁有的訂閱者數量。
- video views: Number for which all videos have been watched collectively. 所有影片的總觀看次數。
- video count: Number of videos channel has uploaded so far. 到目前為止已上傳的影片數。
- category: Category (genre) of the channel. 頻道的類別
- started: Year when the channel was started. 頻道開始的年份