# Intelligent Couponing - Feature Description

| Column name | Type | Scale | Description |
|---|---|---|---|
| customernumber | Number (integer) | Nominal | Unique customer number |
| date | Date | Interval | Date of first order |
| salutation | Number (integer) | Nominal | Saturation:<br>0 = Ms.;<br>1 = Mr.;<br>2 = Company |
| title | Number (integer) | Nominal | Title:<br>0 = Not available;<br>1 = available |
| domain | Number (integer) | Nominal | Email provider domain:<br>0 = aol.com;<br>1 = arcor.de;<br>2 = freenet.de;<br>3 = gmail.com;<br>4 = gmx.de;<br>5 = hotmail.de;<br>6 = online.de;<br>7 = onlinehome.de;<br>8 = t-online.de;<br>9 = web.de;<br>10 = yahoo.com;<br>11 = yahoo.de;<br>12 = others |
| datecreated | Date | Interval | Date account opened |
| newsletter | Number (integer) | Nominal | Newsletter subscribed:<br>0 = No;<br>1 = Yes |
| model | Number (integer) | Nominal | Model<br>1; 2; 3 |
| paymenttype | Number (integer) | Nominal | Payment type:<br>0 = Payment on invoice;<br>1 = Cash payment;<br>2 = Transfer from current account;<br>3 = Transfer from credit card |
| deliverytype | Number (integer) | Nominal | Delivery type:<br>0 = Dispatch;<br>1 = collection |
| invoicepostcode | Number (integer) | Nominal | Invoice address postcode |
| delivpostcode | String | Nominal | Delivery address postcode |
| voucher | Number (integer) | Nominal | Voucher redeemed:<br>0 = No;<br>1 = Yes |
| advertisingdatacode | String | Nominal | advertising data code |
| case | Number (integer) | Ordinal | Value of goods:<br>1 = low;<br>5 = high |
| numberitems | Number (integer) | Ratio | Number of ordered items |

| Column name | Type | Scale | Description |
|---|---|---|---|
| gift | Number (integer) | Nominal | Gift option:<br>0 = No;<br>1 = Yes |
| entry | Number (integer) | Nominal | Entry into the shop:<br>0 = Shop;<br>1 = Partner |
| points | Number (integer) | Nominal | Points redeemed:<br>0 = No;<br>1 = Yes |
| shippingcosts | Number (integer) | Nominal | Shipping costs incurred:<br>0 = No;<br>1 = Yes |
| deliverydatepromised | Date | Interval | Delivery date (promised) |
| deliverydatereal | Date | Interval | Delivery date (real) |
| weight | Number (integer) | Ratio | Shipment weight |
| remi | Number (integer) | Ratio | Number of remitted items |
| cancel | Number (integer) | Ratio | Number of cancelled items |
| used | Number (integer) | Ratio | Number of used items |
| w0 | Number (integer) | Ratio | Number of bound books ordered |
| w1 | Number (integer) | Ratio | Number of paperbacks ordered |
| w2 | Number (integer) | Ratio | Number of school books ordered |
| w3 | Number (integer) | Ratio | Number of ebooks ordered |
| w4 | Number (integer) | Ratio | Number of audio books ordered |
| w5 | Number (integer) | Ratio | Number of audio books ordered (download) |
| w6 | Number (integer) | Ratio | Number of films ordered |
| w7 | Number (integer) | Ratio | Number of musical items ordered |
| w8 | Number (integer) | Ratio | Number of hardware items ordered |
| w9 | Number (integer) | Ratio | Number of imported items ordered |
| w10 | Number (integer) | Ratio | Number of other items ordered |
| age | Number (integer) | Ratio | Age of customer |
| timespent | Number (double) | Ordinal | Time spent on the shop's website until ordering |
| target90 | Number (integer) | Nominal | Re-order within 90 days:<br>0 = No;<br>1 = Yes |