Data Dictionary:

1. **Customer**: Customer #, de-identified for privacy
2. **US**: Is it a US address (1= yes, 0 = no)
3. **Asource\_a**: 1 if referral from this source, 0 otherwise (Facebook ad)
4. **Bsource\_c**: 1 if referral from this source, 0 otherwise (LinkedIn ad)
5. **Csource\_b**: 1 if referral from this source, 0 otherwise (Yahoo ad)
6. **Dsource\_d**: 1 if referral from this source, 0 otherwise (Twitter ad)
7. **Esource\_e**: 1 if referral from this source, 0 otherwise (Instagram ad)
8. **Fsource\_m**: 1 if referral from this source, 0 otherwise (Email distribution)
9. **Gsource\_o**: 1 if referral from this source, 0 otherwise (Reddit ad)
10. **Hsource\_h**: 1 if referral from this source, 0 otherwise (Bing ad)
11. **Isource\_r**: 1 if referral from this source, 0 otherwise (Google ad)
12. **Jsource\_s**: 1 if referral from this source, 0 otherwise (YouTube ad)
13. **Ksource\_t**: 1 if referral from this source, 0 otherwise (Podcast ad)
14. **Lsource\_u**: 1 if referral from this source, 0 otherwise (Pinterest ad)
15. **Msource\_p**: 1 if referral from this source, 0 otherwise (Industry Blog post)
16. **Nsource\_x**: 1 if referral from this source, 0 otherwise (Amazon Ad)
17. **Osource\_w**: 1 if referral from this source, 0 otherwise (TikTok ad)
18. **Freq**: number of transactions in the last year
19. **Hours1**: How many hours ago since the most recent customer interacted with website or call center
20. **Hours2**: How many hours ago the customer first interacted with the website
21. **Web order**: customer placed at least one order via web, 1 = yes, 0 = no
22. **Gender=male**: 1 = customer is male, 0 = customer is female
23. **Address\_is\_res**: Address is a residence 1 = yes, 0 = no
24. **Purchase**: customer made a purchase (1 = yes, 0 = no)
25. **Spending**: amount spent by customer (dollars)