

Variable Name	Variable Details	Orginal		Reformatted	
		Type	Code	Type	Value
Response	whether a customer accepted the offer in the last campaign or not	Numerical	1 = yes 0 = no		
Id	Unique ID of each customer	Identifier			
Year_Birth	Year of Birth	Numerical			
Age	The age of a customer till date (12/2014)	Numerical			
Dt_Customer	date of customer's enrollment with the company	Date			
customer_tenure_months	months since the customer enroll with the company till date (12/2014)	Numerical			
Income	customer's yearly household income	Numerical			
MntWines	the amount spent on fish products in the last 2 years	Numerical			
MntFruits	the amount spent on meat products in the last 2 years	Numerical			
MntMeatProducts	the amount spent on fruits products in the last 2 years	Numerical			
MntFishProducts	amount spent on sweet products in the last 2 years	Numerical			
MtSweetProducts	the amount spent on wine products in the last 2 years	Numerical			
MntGoldProds	the amount spent on gold products in the last 2 years	Numerical			
total_spend	total amount spend on products in the last 2 years	Numerical		Categorical	above medium, below medium
NumWebVisitsMonth	number of visits to company's website in the last month	Numerical			
Recency	number of days since the last purchase	Numerical			
Order_Recency	recency of last purchase	Categorical	recent, not recent		
Complain	if the customer complained in the last 2 years	Numerical	1 = yes 0 = no		
NumDealsPurchases	number of purchases made with discount	Numerical		Categorical	above medium, below medium
NumCatalogPurchases	number of purchases made using catalog	Numerical		Categorical	above medium, below medium
NumStorePurchases	number of purchases made directly in stores	Numerical		Categorical	above medium, below medium
NumWebPurchases	number of purchases made through the company's website	Numerical		Categorical	above medium, below medium
Education	customer's level of education	Categorical	Basic, Graducation, 2n Cycle, Master, Phd	Categorical	bachelors = [basic, graducation] Higher Edu = [2n Cycle, Master, Phd]
Marital_Status	customer's marital status	Categorical	Absurd, Alone, Divorced, Married, Single, Together, Widow, YOLO	Categorical	married_together = [Married, Together] Single = [Absurd, Alone, Divorced, Single, Widow, YOLO]
Kidhome	number of small children in customer's household	Numerical	0,1,2,3 ...	Categorical	no = 0 yes = more than 0
Teenhome	number of teenagers in customer's household	Numerical	0,1,2,3 ...	Categorical	no = 0 yes = more than 0