**CUST\_ID:** This column represents a unique identifier for each customer in the dataset.

**BALANCE:** This column represents the outstanding balance on the customer's credit card.

**BALANCE\_FREQUENCY:** This column represents the frequency with which the customer makes payments on their credit card balance. A value of 1 means they pay off their balance every month, while a value of 0 means they never pay it off.

**PURCHASES:** This column represents the total amount of purchases made on the credit card by the customer.

**ONEOFF\_PURCHASES:** This column represents the total amount of one-time purchases made on the credit card by the customer.

**INSTALLMENTS\_PURCHASES:** This column represents the total amount of purchases made on the credit card using an installment plan.

**CASH\_ADVANCE:** This column represents the total amount of cash advances taken out by the customer using their credit card.

**PURCHASES\_FREQUENCY:** This column represents the frequency with which the customer makes purchases on their credit card.

**ONEOFF\_PURCHASES\_FREQUENCY:** This column represents the frequency with which the customer makes one-time purchases on their credit card.

**PURCHASES\_INSTALLMENTS\_FREQUENCY:** This column represents the frequency with which the customer makes purchases using an installment plan on their credit card.

**CASH\_ADVANCE\_FREQUENCY:** This column represents the frequency with which the customer takes out cash advances on their credit card.

**CASH\_ADVANCE\_TRX:** This column represents the number of cash advance transactions made by the customer using their credit card.

**PURCHASES\_TRX:** This column represents the number of purchase transactions made by the customer using their credit card.

**CREDIT\_LIMIT:** This column represents the credit limit assigned to the customer's credit card.

**PAYMENTS:** This column represents the total amount of payments made by the customer on their credit card.

**MINIMUM\_PAYMENTS**: This column represents the minimum amount due on the customer's credit card each month.

**PRC\_FULL\_PAYMENT:** This column represents the percentage of the customer's balance that is paid off in full each month.

**TENURE**: This column represents the number of months that the customer has held the credit card.