Description for Task 2: Marketing Performance

Get the dataset (xls file) [here.](https://drive.google.com/drive/folders/1zDGgc7OmBccFg-ENPjeeRPCZ1fX6X-so?usp=sharing)

Description

| ID | User ID |
| --- | --- |
| Year Birth | User Birth Year |
| Education | User Education |
| Marital Status | User Marital Status |
| Income | User Income ($) |
| Dt\_Custom | Date of customer's enrollment with the company |
| Recency | Number of days since customer's last purchase |
| MntWines | Amount spent on wine in the last 2 years |
| MntFruits | Amount spent on fruits in the last 2 years |
| MntMeatProducts | Amount spent on meat in the last 2 years |
| MntFishProducts | Amount spent on fish in the last 2 years |
| NumWebPurchases | Number of purchases made through the company's web site |
| NumWebVisitsMonth | Number of visits to company's web site in the last month |
| 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 if customer accepted the offer in the 2nd campaign, 0 otherwise |
| AcceptedCmp2 | 1 if customer accepted the offer in the 1st campaign, 0 otherwise |