

FILE

File data1.csv

Codcliente: id consumers

Si2014: label. 0 for churn

ultimo_ing.x: date of last visit

abb13: starting date of the card in 2013

abb14: renewal date in 2014 (if renewed)

Data: an13.csv

Codcliente: id consumers

data_inizio: starting date of the card (validity 1 year)

importo: price paid

sconto: type of discount. Level "NESSUNO SCONTO" is no discount, otherwise the name of the NGOs providing the discount.

Riduzione: type of price reduction.. most important because they interact with other variables.
"EDISU" is for students and PASS 60 are for over 60 years old.

Tipo_pag: mode of payment. "contanti" means cash. The other level are self-explaining

"Agenzia": name of the organization in which the consumers bought the card

Agenzia_tipo: this where consumer bought the card. levels

"ACQUISTO ONLINE": online

"ASSOCIAZIONE" cultural association

"CRAL": company "free time" association

"DATO MANCANTE": "NA"

"EDICOLE" newspaper shop

"GRUPPO D'ACQUISTO" buyers group

"MUSEO" museum

"OFFERTA AZIENDA": company special offer

"OFFERTA SCUOLE": school special offer

["PUNTO COMMERCIALE": large shopping mall

"PUNTO INFORMATIVO": city-hall info point

"TEATRI": theatre

"TESSERE ORO": golden card

Sesso: gender

Data di nascita: birth year

Professione: employment status

Cap: local area code (zip code)

Nuovo_abonn: "NUOVO ABBONATO" if it had no card in 2012.

Data in13.csv

datai: date of visit

orai: time of visit

importo: price of the ticket (NOT PAID)

museo: name of the museum

prov_museo: province of the museum. TO si for Turin

com_museo: city of the museum.

Codcliente: consumers ID