# Name and SAS Viya for Learners Location

Name: PVA\_PARTITION

SAS Viya for Learners Location: VDMO35

# Description

The data set contains historical contributions from lapsing donors responses from an earlier campaign to predict future lapsing-donor responses. The source of this data is the Association for Computing Machinery’s (ACM) 1998 KDD-Cup competition. The data set and other details of the competition are publicly available at the UCI KDD Archive at http://kdd.ics.uci.edu/. For model development, the data were sampled to balance the response and non-response rates. In the original campaign, the response rate was approximately 5%. Solicitations involve sending a small gift to an individual and include a request for a donation. Gifts to donors include mailing labels and greeting cards. The organization has more than 3.5 million individuals in its mailing database. These individuals are classified by their response behaviors to previous solicitation efforts. Of particular interest is the class of individuals identified as lapsing donors. These individuals made their most recent donations between 12 and 24 months ago. The organization seeks to rank its lapsing donors based on their responses to a greeting card mailing sent in June of 1997. (The charity calls this the 97NK Campaign.) With this ranking, a decision can be made to either solicit or ignore a lapsing individual in the June 1998 campaign.

# Source Link

Information is not currently available.

# Data Contents

Number of Observations: 106546

Number of Variables: 30

*Some datasets may not have full descriptions of variables below. For publicly available datasets, please visit the source link above to gain more information and descriptions about the variables contained in this dataset.*

### Contents

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Column # | Name | Label (optional) | Type | Length | Details (optional) |
| 24 | DemAge | Age | num | 8 | Age |
| 23 | DemCluster | Demographic Cluster | char | 4 | 54 clusters based off socio-economic status, urbanicty, ethnicity and a variety of other demographic characteristics. |
| 25 | DemGender | Gender | char | 6 | Gender with 3 levels: F, M, U. |
| 26 | DemHomeOwner | Home Owner | char | 6 | Binary variable indicating home ownership. |
| 27 | DemMedHomeValue | Median Home Value Region | num | 8 | Median value of home by region |
| 29 | DemMedIncome | Median Income Region | num | 8 | Median value of income by region |
| 28 | DemPctVeterans | Percent Veterans Region | num | 8 | Percentage of veteran population by region |
| 10 | GiftAvg36 | Gift Amount Average 36 Months | num | 8 | Average gift contribution over 36 months |
| 11 | GiftAvgAll | Gift Amount Average All Months | num | 8 | Average gift contribution over all months |
| 12 | GiftAvgCard36 | Gift Amount Average Card 36 Months | num | 8 | Average gift contribution in response to a mailing card over 36 months |
| 9 | GiftAvgLast | Gift Amount Last | num | 8 | Last gift contribution |
| 5 | GiftCnt36 | Gift Count 36 Months | num | 8 | Number of gift contributions over 36 months |
| 6 | GiftCntAll | Gift Count All Months | num | 8 | Number of gift contributions over all months |
| 7 | GiftCntCard36 | Gift Count Card 36 Months | num | 8 | Number of gift contributions in response to a mailing card over 36 months |
| 8 | GiftCntCardAll | Gift Count Card All Months | num | 8 | Number of gift contributions in response to a mailing card over all months |
| 14 | GiftTimeFirst | Time Since First Gift | num | 8 | Number of days since first gift contribution |
| 13 | GiftTimeLast | Time Since Last Gift | num | 8 | Number of days since last gift contribution |
| 1 | ID | Control Number | char | 16 | Unique identifier for patrons |
| 30 | Partition |  | char | 20 | Indicator variable separating data into Validation and Training. |
| 15 | PromCnt12 | Promotion Count 12 Months | num | 8 | Number of promotions over the last 12 months |
| 16 | PromCnt36 | Promotion Count 36 Months | num | 8 | Number of promotions over the last 36 months |
| 17 | PromCntAll | Promotion Count All Months | num | 8 | Number of promotions over all months |
| 18 | PromCntCard12 | Promotion Count Card 12 Months | num | 8 | Number of mailed card promotions over the last 12 months |
| 19 | PromCntCard36 | Promotion Count Card 36 Months | num | 8 | Number of mailed card promotions over the last 36 months |
| 20 | PromCntCardAll | Promotion Count Card All Months | num | 8 | Number of mailed card promotions over all months |
| 21 | StatusCat96NK | Status Category 96NK | char | 10 | 6 level donor type variable: A-active, S-star, F-firsttime, N-new, E-inactive, L-lapsing |
| 22 | StatusCatStarAll | Status Category Star All Months | num | 8 | Binary variable indicating a star donor. Star donors have given gifts in repsonse to 3 consecutive card mailings. |
| 3 | TARGET\_B | Target Gift Flag | num | 8 | Binary variable for response to mailing |
| 4 | TARGET\_D | Target Gift Amount | num | 8 | Dollar amount of gift including missing values |
| 2 | TARGET\_D\_with0 | Target Gift Amount with Zero | num | 8 | Dollar amount of gift, missing values coded as $0 |