# Name and SAS Viya for Learners Location

Name: VS\_BANK

SAS Viya for Learners Location: SVSO35

# Description

The data set has more than one million rows and 24 columns. Three target variables are provided: B\_TGT, INT\_TGT, and CNT\_TGT. The data set consists of observations that were taken from a large financial services firm’s accounts. Accounts in the data represent consumers of home equity lines of credit, automobile loans, and other types of short-term to medium-term credit instruments. The data were anonymized and transformed to conform to the description that follows. A campaign interval duration for the bank is half of a year. Campaign is used here to denote all marketing efforts that provide information about and motivate the contracting (purchase) of the bank’s financial services products. Campaign promotions are categorized into direct and indirect. Direct promotions consist of sales offers that involve an incentive to a particular account. Indirect promotions are marketing efforts that do not involve an incentive. Target variables quantify account responses during the current campaign season.

# Source Link

Information is not currently available.

# Data Contents

Number of Observations: 1060038

Number of Variables: 54

*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) |
| 54 | account | Account ID | char | 18 | Unique account identifier |
| 1 | b\_tgt | tgt Binary New Product | num | 8 | A binary target variable. Accounts coded with a 1 contracted for at least one product in the previous campaign season. Accounts coded with a zero did not contract for a product in the previous campaign season. |
| 2 | cat\_input1 | category 1 Account Activity Level | char | 10 | A three-level categorical variable that codes the activity of each account. • X → high activity. The account enters the current campaign period with many products. • Y → average activity. • Z → low activity. |
| 3 | cat\_input2 | category 2 Customer Value Level | char | 2 | A five-level (A-E) categorical variable that codes customer value. For example, the most profitable and creditworthy customers are coded with an A. |
| 4 | cnt\_tgt | tgt Count Number New Products | num | 8 | The number of the financial services products (count) per account in the previous campaign season. |
| 5 | demog\_age | demog Customer Age | num | 8 | Average age in each account’s demographic region |
| 52 | demog\_genf | demog Female Binary | num | 8 | A categorical variable that is 1 if the primary holder of the account if female and 0 otherwise |
| 53 | demog\_genm | demog Male Binary | num | 8 | A categorical variable that is 1 if the primary holder of the account is male and 0 otherwise |
| 6 | demog\_ho | demog Homeowner Binary | num | 8 | A categorical variable that is 1 if the primary holder of the account is a homeowner and 0 otherwise |
| 7 | demog\_homeval | demog Home Value | num | 8 | Average home value in each account’s demographic region |
| 8 | demog\_inc | demog Income | num | 8 | Average income in each account’s demographic region |
| 9 | demog\_pr | demog Percentage Retired | num | 8 | The percentage of retired people in each account’s demographic region |
| 10 | i\_demog\_age | demog\_i Customer Age | num | 8 | demog\_age with imputed missing values |
| 11 | i\_rfm1 | i\_rfm1 Average Sales Past 3 Years | num | 8 | rfm1 with imputed missing values |
| 12 | i\_rfm2 | i\_rfm2 Average Sales Lifetime | num | 8 | rfm2 with imputed missing values |
| 13 | i\_rfm3 | i\_rfm3 Avg Sales Past 3 Years Dir Promo Resp | num | 8 | rfm3 with imputed missing values |
| 14 | i\_rfm4 | i\_rfm4 Last Product Purchase Amount | num | 8 | rfm4 with imputed missing values |
| 15 | i\_rfm5 | i\_rfm5 Count Purchased Past 3 Years | num | 8 | rfm5 with imputed missing values |
| 16 | i\_rfm6 | i\_rfm6 Count Purchased Lifetime | num | 8 | rfm6 with imputed missing values |
| 17 | i\_rfm7 | i\_rfm7 Count Prchsd Past 3 Years Dir Promo Resp | num | 8 | rfm7 with imputed missing values |
| 18 | i\_rfm8 | i\_rfm8 Count Prchsd Lifetime Dir Promo Resp | num | 8 | rfm8 with imputed missing values |
| 19 | i\_rfm9 | i\_rfm9 Months Since Last Purchase | num | 8 | rfm9 with imputed missing values |
| 20 | i\_rfm10 | i\_rfm10 Count Total Promos Past Year | num | 8 | rfm10 with imputed missing values |
| 21 | i\_rfm11 | i\_rfm11 Count Direct Promos Past Year | num | 8 | rfm11 with imputed missing values |
| 22 | i\_rfm12 | i\_rfm12 Customer Tenure | num | 8 | rfm12 with imputed missing values |
| 23 | int\_tgt | tgt Interval New Sales | num | 8 | The amount of the financial services products (sum of sales) per account in the previous campaign season, denominated in US dollars. |
| 24 | logi\_rfm1 | logi\_rfm1 Average Sales Past 3 Years | num | 8 | rfm1 with imputed missing values and log transformation |
| 25 | logi\_rfm2 | logi\_rfm2 Average Sales Lifetime | num | 8 | rfm2 with imputed missing values and log transformation |
| 26 | logi\_rfm3 | logi\_rfm3 Avg Sales Past 3 Years Dir Promo Resp | num | 8 | rfm3 with imputed missing values and log transformation |
| 27 | logi\_rfm4 | logi\_rfm4 Last Product Purchase Amount | num | 8 | rfm4 with imputed missing values and log transformation |
| 28 | logi\_rfm5 | logi\_rfm5 Count Purchased Past 3 Years | num | 8 | rfm5 with imputed missing values and log transformation |
| 29 | logi\_rfm6 | logi\_rfm6 Count Purchased Lifetime | num | 8 | rfm6 with imputed missing values and log transformation |
| 30 | logi\_rfm7 | logi\_rfm7 Count Prchsd Past 3 Years Dir Promo Resp | num | 8 | rfm7 with imputed missing values and log transformation |
| 31 | logi\_rfm8 | logi\_rfm8 Count Prchsd Lifetime Dir Promo Resp | num | 8 | rfm8 with imputed missing values and log transformation |
| 32 | logi\_rfm9 | logi\_rfm9 Months Since Last Purchase | num | 8 | rfm9 with imputed missing values and log transformation |
| 33 | logi\_rfm10 | logi\_rfm10 Count Total Promos Past Year | num | 8 | rfm10 with imputed missing values and log transformation |
| 34 | logi\_rfm11 | logi\_rfm11 Count Direct Promos Past Year | num | 8 | rfm11 with imputed missing values and log transformation |
| 35 | logi\_rfm12 | logi\_rfm12 Customer Tenure | num | 8 | rfm12 with imputed missing values and log transformation |
| 36 | r\_demog\_homeval | demog\_r Home Value | num | 8 | demog\_homeval with recoded values |
| 37 | r\_demog\_inc | demog\_r Income | num | 8 | demog\_inc with recoded values |
| 38 | rfm1 | rfm1 Average Sales Past 3 Years | num | 8 | Average sales amount attributed to each account during the past three years |
| 39 | rfm2 | rfm2 Average Sales Lifetime | num | 8 | Average sales amount attributed to each account during the account’s tenure |
| 40 | rfm3 | rfm3 Avg Sales Past 3 Years Dir Promo Resp | num | 8 | Average sales amount attributed to each account in the past three years in response to a direct promotion |
| 41 | rfm4 | rfm4 Last Product Purchase Amount | num | 8 | Amount of the last product purchased |
| 42 | rfm5 | rfm5 Count Purchased Past 3 Years | num | 8 | Number of products purchased in the past three years |
| 43 | rfm6 | rfm6 Count Purchased Lifetime | num | 8 | Total number of products purchased in each account’s tenure |
| 44 | rfm7 | rfm7 Count Prchsd Past 3 Years Dir Promo Resp | num | 8 | Number of products purchased in the previous three years in response to a direct promotion |
| 45 | rfm8 | rfm8 Count Prchsd Lifetime Dir Promo Resp | num | 8 | Total number of products purchased in the account’s tenure in response to a direct promotion |
| 46 | rfm9 | rfm9 Months Since Last Purchase | num | 8 | Months since the last product purchase |
| 47 | rfm10 | rfm10 Count Total Promos Past Year | num | 8 | Number of total promotions received by each account in the past year |
| 48 | rfm11 | rfm11 Count Direct Promos Past Year | num | 8 | Number of direct promotions received by each account in the past year |
| 49 | rfm12 | rfm12 Customer Tenure | num | 8 | Customer tenure in months |
| 50 | ri\_demog\_homeval | demog\_ri Home Value | num | 8 | demog\_homeval with recoded values and imputed missing values |
| 51 | ri\_demog\_inc | demog\_ri Income | num | 8 | demog\_inc with recoded values and imputed missing values |