# Market Campaign Project

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# Attribute Information:

Income --> customer's yearly household income

Kidhome --> number of small children in customer's household Teenhome --> number of teenagers in customer's household Recency --> number of days since the last purchase MntWines --> amount spent on wines in the last 2 years MntFruits --> amount spent on fruits in the last 2 years

MntMeatProducts --> amount spent on meat products in the last 2 years MntFishProducts --> amount spent on fish products in the last 2 years MntSweatProducts --> amount spent on sweat products in the last 2 years MntGoldProds --> amount spent on gold products in the last 2 years

NumDealsPruchases --> number of purchases made with discount

NumWebPurchases --> number of purchases made through the company website NumCatalogPurchases --> number of purchases made using catalog

NumStorePurchases --> number of purchases made directly in stores

NumWebVsitsMonth --> number of visits to the company website in the last month

AcceptedCm3 --> 1 if customer accepted the offer in the 3nd campaign, 0 otherwise AcceptedCm4--> 1 if customer accepted the offer in the 5th campaign, 0 otherwise AcceptedCm5--> 1 if customer accepted the offer in the 3nd campaign, 0 otherwise AcceptedCm1 --> 1 if customer accepted the offer in the 1st campaign, 0 otherwise AcceptedCm2 --> 1 if customer accepted the offer in the 2nd campaign, 0 otherwise Complain --> 1 if customer complained in the last 2 years

Z\_CostContact Z\_Revenue

Response(target) --> 1 if the customer accepted the offer in the last campaign, 0 otherwise Age

Customer\_Days marital\_Divorced marital\_Married marital\_Single marital\_Together marital\_Widow education\_2n Cycle education\_Basic education\_Graduation education\_Master education\_PhD MntTotal MntRegularProds

AcceptedCmpOverall