## **About Dataset**

### **Context**

A response model can provide a significant boost to the efficiency of a marketing campaign by increasing responses or reducing expenses. The objective is to predict who will respond to an offer for a product or service

### **Content**

AcceptedCmp1 - 1 if customer accepted the offer in the 1st campaign, 0 otherwise  
AcceptedCmp2 - 1 if customer accepted the offer in the 2nd campaign, 0 otherwise  
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  
Response (target) - 1 if customer accepted the offer in the last campaign, 0 otherwise  
Complain - 1 if customer complained in the last 2 years  
DtCustomer - date of customer’s enrolment with the company  
Education - customer’s level of education  
Marital - customer’s marital status  
Kidhome - number of small children in customer’s household  
 Teenhome - number of teenagers in customer’s household  
 Income - customer’s yearly household income  
MntFishProducts - amount spent on fish products in the last 2 years  
MntMeatProducts - amount spent on meat products in the last 2 years  
MntFruits - amount spent on fruits products in the last 2 years  
MntSweetProducts - amount spent on sweet products in the last 2 years  
MntWines - amount spent on wine products in the last 2 years  
MntGoldProds - amount spent on gold products in the last 2 years  
NumDealsPurchases - number of purchases made with discount  
NumCatalogPurchases - number of purchases made using catalogue  
NumStorePurchases - number of purchases made directly in stores  
NumWebPurchases - number of purchases made through company’s web site  
NumWebVisitsMonth - number of visits to company’s web site in the last month  
Recency - number of days since the last purchase

### **Acknowledgements**

O. Parr-Rud. Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner. SAS Institute, 2014.

### **Inspiration**

The main objective is to train a predictive model which allows the company to maximize the profit of the next marketing campaign.