

# Supermarket Customers Data Dictionary

## People

- ID: Customer's unique identifier
- Year\_Birth: Customer's birth year
- Education: Customer's education level
- Marital\_Status: Customer's marital status
- Income: Customer's yearly household income
- Kidhome: Number of children in customer's household
- Teenhome: Number of teenagers in customer's household
- Dt\_Customer: Date of customer's enrollment with the company
- Recency: Number of days since customer's last purchase
- Complain: 1 if the customer complained in the last 2 years, 0 otherwise

## Products

- MntWines: Amount spent on wine in last 2 years
- MntFruits: Amount spent on fruits in last 2 years
- MntMeatProducts: Amount spent on meat in last 2 years
- MntFishProducts: Amount spent on fish in last 2 years
- MntSweetProducts: Amount spent on sweets in last 2 years
- MntGoldProds: Amount spent on gold in last 2 years

## Promotion

- NumDealsPurchases: Number of purchases made with a discount
- AcceptedCmp1: 1 if the customer accepted the offer in the 1st campaign, 0 otherwise
- AcceptedCmp2: 1 if the customer accepted the offer in the 2nd campaign, 0 otherwise
- AcceptedCmp3: 1 if the customer accepted the offer in the 3rd campaign, 0 otherwise
- AcceptedCmp4: 1 if the customer accepted the offer in the 4th campaign, 0 otherwise
- AcceptedCmp5: 1 if the customer accepted the offer in the 5th campaign, 0 otherwise
- Response: 1 if the customer accepted the offer in the last campaign, 0 otherwise

## Place

- NumWebPurchases: Number of purchases made through the company's website
- NumCatalogPurchases: Number of purchases made using a catalog
- NumStorePurchases: Number of purchases made directly in stores
- NumWebVisitsMonth: Number of visits to the company's website in the last month