

id - customer's id

birth_year - customer's date of birth

age - customer's age

education - customer's level of education

marital_status - customer's marital status

income - customer's yearly household income

kids - number of small children in the customer's household

teens - number of teenagers in customer's household

customer_since - date of customer's enrollment with the company

last_purchase - number of days since the last purchase

wines - amount spent on wines in the last 2 years

fruits - amount spent on fruits in the last 2 years

meats - amount spent on meats in the last 2 years

fish - amount spent on fish in the last 2 years

sweets - amount spent on sweets in the last 2 years

gold_products - amount spent on gold products in the last 2 years

regular_products - amount spent on regular products in the last 2 years

total - total amount spent by customers

web_purchases - number of purchases made on web site

catalog_purchases - number of purchases made using catalogue

store_purchases - number of purchases made in store

web_visits_month - number of visits made through company's website

deal_purchases - number of purchases made with discount

complain - 1 if customer complained in the last 2 years

campaign1 - 1 if customer accepted the offer in the 1st campaign, 0 otherwise

campaign2 - 1 if customer accepted the offer in the 2nd campaign, 0 otherwise

campaign3 - 1 if customer accepted the offer in the 3rd campaign, 0 otherwise

campaign4 - 1 if customer accepted the offer in the 4th campaign, 0 otherwise

campaign5 - 1 if customer accepted the offer in the 5th campaign, 0 otherwise

pilot_campaign - 1 if customer accepted the offer in the last(pilot) campaign, 0 otherwise (Target variable)