Here's a brief description of the columns you've listed:

1. CUST\_ID: A unique identifier for each customer.
2. BALANCE: The current balance on the credit card account.
3. BALANCE\_FREQUENCY: Could indicate how often the balance changes.
4. PURCHASES: Total amount of purchases made.
5. ONEOFF\_PURCHASES: Amount spent on one-time purchases.
6. INSTALLMENTS\_PURCHASES: Amount spent on purchases paid in installments.
7. CASH\_ADVANCE: Total amount of cash advances taken.
8. PURCHASES\_FREQUENCY: How often purchases are made.
9. ONEOFF\_PURCHASES\_FREQUENCY: Frequency of one-time purchases.
10. PURCHASES\_INSTALLMENTS\_FREQUENCY: How often installment purchases are made.
11. CASH\_ADVANCE\_FREQUENCY: Frequency of cash advances.
12. CASH\_ADVANCE\_TRX: Number of cash advance transactions.
13. PURCHASES\_TRX: Total number of purchase transactions.
14. CREDIT\_LIMIT: The credit limit on the account.
15. PAYMENTS: Total amount of payments made.
16. MINIMUM\_PAYMENTS: Total amount of minimum payments made.
17. PRC\_FULL\_PAYMENT: Percentage of times the full payment was made.
18. TENURE: Length of time the customer has had the credit card account.