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