Title: Blood Transfusion Service Center Data Set

Abstract: Data taken from the Blood Transfusion Service Center in Hsin-Chu City in Taiwan -- this is a classification problem.

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Data Set Characteristics: Multivariate

Number of Instances: 748

Area: Business

Attribute Characteristics: Real

Number of Attributes: 5

Date Donated: 2008-10-03

Associated Tasks: Classification

Missing Values? N/A

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Data Set Information:

To demonstrate the RFMTC marketing model (a modified version of RFM), this study adopted the donor database of Blood Transfusion Service Center in Hsin-Chu City in Taiwan. The center passes their blood transfusion service bus to one university in Hsin-Chu City to gather blood donated about every three months. To build a FRMTC model, we selected 748 donors at random from the donor database. These 748 donor data, each one included R (Recency - months since last donation), F (Frequency - total number of donation), M (Monetary - total blood donated in c.c.), T (Time - months since first donation), and a binary variable representing whether he/she donated blood in March 2007 (1 stand for donating blood; 0 stands for not donating blood).