List of variables for Portfolio\_Clothing\_Store.csv data set

1. Customer id: a unique customer identification number
2. ZIP\_CODE: Customer’s zip code
3. FRE: Total number of purchase visits
4. MON: Total net sales
5. CC\_CARD: 0 indicates does not use a credit card, 1 indicates the customer uses a credit card
6. AVRG: Average amount spent per visit
7. The following variables contain the percent of total sales spent by the customer on the respective product category:
   1. PSWEATERS: Sweaters
   2. PKNIT\_TOPS: Knit tops
   3. PKNIT\_DRES: Knit dresses
   4. PBLOUSES: Blouses
   5. PJACKETS: Jackets
   6. PCAR\_PNTS: Career pants
   7. PCAS\_PNTS: Casual pants
   8. PSHIRTS: Shirts
   9. PDRESSES: Dresses
   10. PSUITS: Suits
   11. POUTERWEAR: Outerwear
   12. PJEWELRY: Jewelry
   13. PFASHION: Fashionable wear
   14. PLEGWEAR: Leg wear
   15. PCOLLSPEND: Collectibles
8. GMP: Gross margin percentage
9. PROMOS: Number of marketing promotions on file
10. DAYS: Number of days the customer has been on file
11. MARKDOWN: Markdown percentage on customer purchases
12. CLUSTYPE: MICROVISION LIFESTYLE CLUSTER TYPE
13. PERCRET: Percent of Returns
14. In days between purchase: Number of days between purchases
15. In lifetime average time between visits in days: Lifetime average time between visits in days.

Six most common lifestyle cluster types in the dataset:

1. Cluster 10 Home Sweet Home: families, medium-high income and education, manager/professionals, technical/sales
2. Cluster 1 Upper Crust: metropolitan families, very high income and education, homeowners, managers/professionals
3. Cluster 4 Mid-life Success: families, very high education, high income, managers/professionals, technical/ sales
4. Cluster 16 Country Home Families: large families, rural areas, medium education, medium income, precision/crafts
5. Cluster 8 Movers and Shakers: singles, couples, students and recent graduates, high education and income, managers/professionals, technical/sales
6. Cluster 15 Great Beginnings: young, singles and couples, medium-high education, medium income, some renters, managers/professionals, technical/sales