Bank marketing – variable description

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| Variable Name: | Variable Type: | Description: | Values: |
| Age | numerical |  |  |
| Job | qualitative | type of job | 0: unknown  1: unemployed  2: technician  3: student  4: services  5: self-employed  6: retired  7: management  8: housemaid  9: entrepreneur  10: blue-collar  11: admin |
| Marital | qualitative | marital status | 1: single  2: married  3: divorced |
| Education | qualitative |  | 0: unknown  1: primary  2: secondary  3: tertiary |
| Default | qualitative | has credit in default? | 0: no  1: yes |
| Balance | numerical |  |  |
| Housing | qualitative | has housing loan? | 0: no  1: yes |
| Loan | qualitative | has personal loan? | 0: no  1: yes |
| Contact | qualitative | contact communication type |  |
| Duration | numerical | last contact duration, in seconds |  |
| Campaign | numerical | number of contacts performed during this campaign and for this client |  |
| Pdays | numerical | number of days that passed by after the client was last contacted from a previous campaign | 0: unknown  1: telephone  2: cellular |
| Previous | numerical | number of contacts performed before this campaign and for this client |  |
| Poutcome | qualitative | outcome of the previous marketing campaign | 0: unknown  1: failure  2: success  3: other |
| **y** | **qualitative** | **has the client subscribed a term deposit?** | **0: no**  **1: yes** |