

Unsupervised Clustering

About the data set:

The dataset consists of 2240 datapoints and 29 attributes.

It can be categorized in the following:

Customer's Information

- ID
- Year_Birth
- Education
- Marital_Status
- Income
- Kidhome
- Teenhome
- DT_Customer
- Recency
- Complain

Products

Amount spent on products in the last 2 years

- MntWines
- MntFruits
- MntMeatproducts
- MntFishproducts
- MntGoldprods
- MntSweetproducts

Promotion

- NumDealsPurchases
- AcceptedCmp1
- AcceptedCmp2
- AcceptedCmp3
- AcceptedCmp4
- AcceptedCmp5
- Response

Place

- NumWebPurchases
- NumCatalogPurchases
- NumStorePurchases
- NumWebVisitsMonth