**Data Set Descriptions**

**Dataset Location :** [**https://drive.google.com/drive/folders/13FAHLf5PHUAB-i3hq4G4AW6EBI6zFnr2?usp=sharing**](https://drive.google.com/drive/folders/13FAHLf5PHUAB-i3hq4G4AW6EBI6zFnr2?usp=sharing)

There are 3 zip files which are uploaded to the google drive.

**Dataset Duration to consider for this challenge**

**Campaign duration** : 7/1/2018 to 7/30/2018

**Dependent Data**:

* **Duration** : 6/1/2018 to 6/30/2018 .
* **Zip file:**  DependentVariables.zip

**Independent Data**:

* **Duration:**  5/31/2017 to 5/31/2018
* **Zip file:** **AccountData.zip and Web-and-purchase\_logs.zip**

**DependentVariables.zip :** This zip file contains 31 files which represent responses received by various customers during 6/1/2018 to 6/30/2018. Each file represents one day of data.

**AccountData.zip** : This zip file contains 9 files which represent different attributes of a customer.

* **account.txt :** This is a master file of all the account numbers , each record in this table represent individual customer. There is only one column “ac\_id” in this file which is a system generated UUID.
* **account\_cycle\_tenure.txt :** This file contains mapping of each account and account cycle date and payment due date.
* **account\_new\_indicator.txt :** This file contains mapping of each account and one indicator whether it’s new or not.
* **account\_tenure.txt :** This file contains a mapping of each account and its tenure in months.
* **spend\_high\_utilized\_indicator.txt :** This file contains a mapping of each account and it’s high utilizing status which is more then 60% credit line utilization
* **spend\_active\_indicator.txt:** This file contains a mapping of each account and it’s active spend status – 1 indicates this Account is current month and its net spend amount is not equal to zero (0) otherwise 0.
* **spend\_se\_spend\_indicator.txt :** This file contains a mapping of each account whether a customer has made any purchase at any merchant.
* **spend\_revolving\_aif\_indicator.txt :** This file contains a mapping of each account whether customer has revolving account
* **spend\_balance\_active\_indicator.txt:**This file contains a mapping of each account whether customer has balance active in the current month

**Web-and-purchase\_logs.zip :**  This zip file contains 2 files which are as follows

* **webvisit.txt :** This file contains the visited history of customers at various pages. There are 3 columns in the file (ac\_id, visited\_date, visited\_page)
* **purchase\_records.txt :** This file contains the whether a customer made any purchase during defined time period( 1 year) There are 2 columns in the file (ac\_id, purchase\_date).