

PVA97NK Metadata Table

Name	Model Role	Measurement Level	Description
DemAge	Input	Interval	Age
DemCluster	Input	Nominal	Demographic Cluster
DemGender	Input	Nominal	Gender
DemHomeOwner	Input	Binary	Home Owner
DemMedHomeValue	Input	Interval	Median Home Value Region
DemMedIncome	Input	Interval	Median Income Region
DemPctVeterans	Input	Interval	Percent Veterans Region
GiftAvg36	Input	Interval	Gift Amount Average 36 Months
GiftAvgAll	Input	Interval	Gift Amount Average All Months
GiftAvgCard36	Input	Interval	Gift Amount Average Card 36 Months
GiftAvgLast	Input	Interval	Gift Amount Last
GiftCnt36	Input	Interval	Gift Count 36 Months
GiftCntAll	Input	Interval	Gift Count All Months
GiftCntCard36	Input	Interval	Gift Count Card 36 Months
GiftCntCardAll	Input	Interval	Gift Count Card All Months
GiftTimeFirst	Input	Interval	Time Since First Gift
GiftTimeLast	Input	Interval	Time Since Last Gift
ID	ID	Nominal	Control Number
PromCnt12	Input	Interval	Promotion Count 12 Months
PromCnt36	Input	Interval	Promotion Count 36 Months
PromCntAll	Input	Interval	Promotion Count All Months
PromCntCard12	Input	Interval	Promotion Count Card 12 Months
PromCntCard36	Input	Interval	Promotion Count Card 36 Months
PromCntCardAll	Input	Interval	Promotion Count Card All Months
StatusCat96NK	Input	Nominal	Status Category 96NK
StatusCatStarAll	Input	Binary	Status Category Star All Months
TARGET_B	Target	Binary	Target Gift Flag
TARGET_D	Rejected	Interval	Target Gift Amount