**Variables transformation**

campaign\_acceptance = AcceptedCmp1 + AcceptedCmp2 + AcceptedCmp3 + AcceptedCmp4 + AcceptedCmp5;

Childhome = 1\*((Kidhome=1) | (Teenhome=1));

Mnt = IMP\_MntScenario + MntMiniatures + MntCard\_Games + MntMagazines + MntPainting\_Material;

IMP\_MntScenario = IMP\_MntScenario/Mnt;

MntMiniatures = MntMiniatures/Mnt;

MntCard\_Games = MntCard\_Games/Mnt;

MntMagazines = MntMagazines/Mnt;

MntPainting\_Material = MntPainting\_Material/Mnt;

IMP\_MntBrandA\_\_Material = IMP\_MntBrandA\_\_Material/Mnt;

Frq = NumCatalogPurchases + NumStorePurchases + NumWebPurchases;

NumCatalogPurchases = NumCatalogPurchases/Frq;

NumStorePurchases = NumStorePurchases/Frq;

NumWebPurchases = NumWebPurchases/Frq;

NumDealsPurchases = NumDealsPurchases/Frq;

average\_purchase = Mnt / Frq;

age = year(today())-Year\_Birth;

loyalty = 12\*(year(today()) - year(Dt\_Customer)) + month(today())-month(Dt\_Customer);

**Coherence checks**

if IMP\_MntBrandA\_\_Material>1 then delete;

if NumWebPurchases \* Frq > NumWebVisitsMonth then NumWebVisitsMonth = NumWebPurchases \* Frq;

**Final Variables**

Variable Name Role Level Creator Label

Custid ID INTERVAL Custid

DepVar TARGET BINARY DepVar

Marital\_Status INPUT NOMINAL Marital\_Status

MntCard\_Games INPUT INTERVAL MntCard\_Games

MntMagazines INPUT INTERVAL MntMagazines

NumCatalogPurchases INPUT INTERVAL NumCatalogPurchases

NumDealsPurchases INPUT INTERVAL NumDealsPurchases

NumWebPurchases INPUT INTERVAL NumWebPurchases

RANGE\_Frq INPUT INTERVAL Trans Transformed Frq

RANGE\_Recency INPUT INTERVAL Trans Transformed: Recency

RANGE\_average\_purchase INPUT INTERVAL Trans Transformed average\_purchase

RANGE\_campaign\_acceptance INPUT INTERVAL Trans Transformed campaign\_acceptance

\_WARN\_ ASSESS NOMINAL Impt Warnings