**Understanding Customer Personality Data:**

**Columns:**

1. **Id:** Unique Id for every customer.
2. **Year\_Birth**: Birth year of customer.
3. **Education**: Customer Qualification (Basic,Graduation,PhD,Master,2n Cycle).

* Basic: Primary or Secondary Education
* Graduation: Completion of Undergrad Studies(Bachelor’s)
* Phd: Doctoral Studies
* 2n Cycle: refers to second level education after bachelor’s expressed as ‘postgraduation’
* Master’s : Advanced specialization

1. **Martial\_Status**: Indicates whether the customer’s martial status (absurd,alone,married,single,together,widow,yolo,divorced).

* Married: Legally married together
* Single: Never been married
  + Aburd: Not a valid martial status.
  + Alone: Someone Not in a relationship.
  + YOLO(You only live once): Some one who is not interested in relationship.
* Divorced: Previously married but legally separated through divorce.
* Together: Not legally marrie,but inidicates in a relationship.

1. **Income**: Indicates income of Customer.
2. **Kidhome**: Represents kidscustomer has at home
   * **0** (Zero Children),1(One Children),2(Two Children).
3. **TeenHome**: Represents teens,customer has at home
   * **0** (Zero Teen),1(One Teen),2(Two Teen).
4. **Dt\_Customer**: Shows Date of Customer Enrolled into the database.
5. **Recency**: Refers to number of days since the customer’s last purchase.
6. **MntWines,MntFruits,MntMeatProducts,MntFishProducts,MntSweetProducts ,MntGoldProds:** These column refers to amount spend on items.
7. **NumDealsPurchases:** Number of customer’s purchases during deals,discounts or using coupons.
8. **NumWebPurchases:** Number of purchases through company’s website.
9. **NumCatalogPurchase:** Number of Purchase made through catalog(order by mail or phone)
10. **NumStorePurchases:** Number of Purchase made in store.
11. **NumWebVisitsMonth:** Number of times customer visited the website last month.
12. **AcceptedCmp5 or AcceptedCmp1 or AccepetedCmp2:** These represents 1 if customer accepted else 0
13. **Response:** Represents 1 if customer accepeted any of the campaign else 0
14. **Complain: Indicates 1 whether the customer has complaint else 0**