Customer ID : Unique ID generated for every registered customers
Gender   : Gender of the customers
Age   : Age of the customers
Income   : Income of the customers
Occupation   : Profession of the customers
Marital Status : Status of the marriage
No. Family Members : Count of the family members
Home Ownership   : Whether they stay in a rented house or own house
Home Value   : Estimated market value of the customer's primary residence
Years in Current Home : Years of the stay in their current home
Credit Score   : numerical representation of customer's credit worthiness
Number of Credit Cards : Total number of credit cards the customers have
Total Credit Card Limit : Total credit card limit across all the credit cards of the customers
Total Credit Card Balance : Total amount of debt the customer has
Product ID   : Unique ID of the products purchased by the customer
Products Purchased   : Kind of products the customer bought
Number of Online Purchases : How many times the customers has purchased
Average Purchase Value : Average value of each customer's purchases
Last Purchase Value : Most recent purchase made by the customer
Days Since Last Purchase : Number of days since the customer had purchased
Number of Returns   : Total number of returns made by the customer
Total Values of Returns : Total value of all returns made by the customer
Locations : Residence of the customers