Marketing for Finance
Data Dictionary

Bank-Full

Attribute	Description
age	Age of the customer
job	Occupation of the customer
marital	Marital status of the customer
education	Educational background of the customer
default	Whether the customer has credit in default
balance	Balance of the customer's account
housing	Whether the customer has a housing loan
loan	Whether the customer has a personal loan
contact	Communication contact type
day	Day of the month when the contact occurred
month	Month of the year when the contact occurred
duration	Duration of the contact in seconds
campaign	Number of contacts performed during this campaign
pdays	Number of days since the customer was last contacted
previous	Number of contacts performed before this campaign
poutcome	Outcome of the previous marketing campaign
y	Whether the customer subscribed to a term deposit (target variable)

Bank

Attribute	Description
age	The age of the customer
job	The occupation of the customer
marital	The marital status of the customer
education	The education level of the customer
default	Indicates if the customer has credit in default
balance	The account balance of the customer
housing	Indicates if the customer has a housing loan
loan	Indicates if the customer has a personal loan
contact	The method of communication used
day	The day of the month when the contact occurred
month	The month of the year when the contact occurred
duration	The duration of the contact in seconds
campaign	The number of contacts made during this campaign
pdays	The number of days since the last contact
previous	The number of contacts made before this campaign
poutcome	The outcome of the previous marketing campaign
y	Indicates if the customer subscribed to a term deposit (target variable)

Bank-additional

Attribute	Description
age	Age of the customer
job	Occupation of the customer
marital	Marital status of the customer
education	Educational background of the customer
default	Whether the customer has credit in default
housing	Whether the customer has a housing loan
loan	Whether the customer has a personal loan
contact	Method of communication
month	Month of the year when the contact occurred
day_of_week	Day of the week when the contact occurred
duration	Duration of the contact in seconds
campaign	Number of contacts performed during this campaign
pdays	Number of days since the customer was last contacted
previous	Number of contacts performed before this campaign
poutcome	Outcome of the previous marketing campaign
emp.var.rate	Employment variation rate (quarterly indicator)
cons.price.idx	Consumer price index (monthly indicator)
cons.conf.idx	Consumer confidence index (monthly indicator)
euribor3m	Euribor 3-month rate (daily indicator)
nr.employed	Number of employees (quarterly indicator)
y	Whether the customer subscribed to a term deposit (target variable)

Bank-additional FULL

Attribute	Description
age	Age of the customer
job	Occupation of the customer
marital	Marital status of the customer
education	Level of education of the customer
default	Whether the customer has credit in default
housing	Whether the customer has a housing loan
loan	Whether the customer has a personal loan
contact	Method of communication
month	Month of the year when the contact occurred
day_of_week	Day of the week when the contact occurred
duration	Duration of the contact in seconds
campaign	Number of contacts performed during this campaign
pdays	Number of days since the last contact
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