**Data description is as follows:**

* Response (target) - 1 if customer accepted the offer in the last campaign, 0 otherwise
* ID - Unique ID of each customer
* Year\_Birth - Age of the customer
* Complain - 1 if the customer complained in the last 2 years
* Dt\_Customer - date of customer's enrollment with the company
* Education - customer's level of education
* Marital - customer's marital status
* Kidhome - number of small children in customer's household
* Teenhome - number of teenagers in customer's household
* Income - customer's yearly household income
* MntFishProducts - the amount spent on fish products in the last 2 years
* MntMeatProducts - the amount spent on meat products in the last 2 years
* MntFruits - the amount spent on fruits products in the last 2 years
* MntSweetProducts - amount spent on sweet products in the last 2 years
* MntWines - the amount spent on wine products in the last 2 years
* MntGoldProds - the amount spent on gold products in the last 2 years
* NumDealsPurchases - number of purchases made with discount
* NumCatalogPurchases - number of purchases made using catalog (buying goods to be shipped through the mail)
* NumStorePurchases - number of purchases made directly in stores  
  NumWebPurchases - number of purchases made through the company's website  
  NumWebVisitsMonth - number of visits to company's website in the last month  
  Recency - number of days since the last purchase

**Reference:  
Superstore Marketing Campaign Dataset** by Ahsan Raza via Kaggle.com.  
<https://www.kaggle.com/datasets/ahsan81/superstore-marketing-campaign-dataset>