

**age** (numeric)

**job** : type of job (categorical: "admin.", "blue-collar", "entrepreneur", "housemaid", "management", "retired", "self-employed", "services", "student", "technician", "unemployed", "unknown")

**marital** : marital status (categorical: "divorced", "married", "single", "unknown"; note: "divorced" means divorced or widowed)

**education** (categorical: "basic.4y", "basic.6y", "basic.9y", "high.school", "illiterate", "professional.course", "university.degree", "unknown")

**default**: has credit in default? (categorical: "no", "yes", "unknown")

**housing**: has housing loan? (categorical: "no", "yes", "unknown")

**loan**: has personal loan? (categorical: "no", "yes", "unknown")

**contact**: contact communication type (categorical: 'cellular', 'telephone')

**day\_of\_week**: contact day of the week (categorical: 'mon', 'tue', 'wed', 'thu', 'fri')

**campaign**: number of contacts performed during this campaign and for this client (numeric)

**pdays**: number of days that passed by after the client was last contacted from a previous campaign; 999 means client was not previously contacted)

**poutcome**: outcome of the previous marketing campaign (categorical: 'failure', 'nonexistent', 'success')

**cons\_price\_idx**: consumer price index - monthly indicator (numeric)

**cons\_conf\_idx**: consumer confidence index - monthly indicator (numeric)

**prime\_rate**: prime interest rate (numeric)

Output variable (desired target):

**y** - has the client subscribed? (binary: "yes", "no")