General information:

In general, Migrando offers customers 2 products. One is the settlement permit and the other is naturalization. If a customer buys one of the two products, Migrando takes care of the implementation and the bureaucratic effort for the application (e.g. communication with the foreigners authority). Whether one of the two products was purchased is recorded under "sales". It does not matter whether it is the settlement permit or naturalization.

Overview of the columns in the data set

A description has been added to some columns. The columns without a description should be self-explanatory with the help of the entries. Some columns are still in German and need to be translated.

Column names	Description
Geburtsjahr	
Owner	Employee assigned to this customer
Einreisejahr	When did the customer come to Germany?
phone_net_income	
receives_support_from_job_center	
First_Visited_URL	
basis_for_naturalization_check	
Familienstand	
Is_Record_Duplicate	
job_qualification_ger	
Rentenbeitraege	
last_test	Last test performed on the website
Number_Of_Chats	
Ausbildungsbeginn	
Average_Time_Spent_Minutes	Average time spent on the website
phone_job_training_status	
LAST_ACTION_TIME	Last action on the website
phone_language_certificate	
Nationalit_t	Nationality
completed_job_training	
Deutscher_Ehepartner	
Visitor_Score	Attention! Comparative value to the score to be calculated (see further information below the table)
Other_State	
Last_Activity_Time	

Kinder	
Rente	
phone_pension	
availability	If the customer has indicated that they can generally be reached.
Other_City	
utm_campaign	
sales	**Attention! Dependent variable! Persons can also conclude multiple sales. For example, a man for himself and his wife.**
phone_problems_with_immigration_authorities	
Berufsausbildung_anerkannt	
utm_source	
net_income_second_check	
pension_known	
Arbeitsvertrag	
temporary_right_of_residence_since	
net_income	
right_of_residence	
utm_content	
First_Visited_Time	
valid_national_passport_(country_of_origin)	
Referrer	
Grund_der_Absage	Why did the customer cancel?
Mailing_State	
Anzahl_Kinder_unter_25_Jahre	
Test6	Date of the 6th website test. See under further information
Test5	See under further information
Test4	See under further information
Test3	See under further information
Test2	See under further information
acquired_right_of_residence	
language_certificate	
already_applying_for_naturalization	
id	
phone_asylum_status	
Created_Time	
phone_language_certificate	
phone_asylum_application_year	
self_employed	
tracking_referrer	
Minijob	
asylum_status	
Email_Opt_Out	
phone_temporary_right_of_residence_since	

phone_already_applying_for_naturalization	
receives_support_from_job_center_check	
residence_permit	
Integrationsnachweis	
application_permanent_right_of_residence	
last_call	
Was_wollen_Sie	Which product does the customer want? Naturalization or settlement permit.
basis_for_naturalization	
Wie_ist_ihr_aktueller_Familienstand	
Days_Visited	
graduation	
phone_asylum_decision_delivered	
asylum_status	
phone_valid_national_passport_(country_of_origin)	
Anruf_7	Was the customer reached on the 7th call attempt and what was the outcome? See further information
Anruf_6	See further information
Anruf_5	See further information
Anruf_4	See further information
Anruf_3	See further information
requirements_fulfilled_for	
Anruf_2	See further information
Anruf_1	See further information
Vorstrafe	
Integrationstest	
cancellation_date	

Further information:

If "phone_" appears at the beginning of the column, this means that an employee has recorded the data in a personal telephone call.

"Visitor_Score" is a value that is output by the CRM system and indicates the value of the customer. A higher value means that the customer is more likely to make a purchase (prediction value of the system). Attention! This value must not be used in the prediction, but should be used as a comparison value to your own prediction!

"Test6" indicates that the customer has already carried out the test on the website 6 times if a date is entered in the column. Test5" indicates that the customer has carried out the test 5 times and so on.

„Anruf_7" indicates whether a customer has been called for the 7th time and what the outcome of the call was. " Anruf_6" indicates whether the customer was called for the 6th time and so on.

Suggestion:

You should briefly inform yourself about Migrando (www.migrando.de). The data from the free test is included in the data set. Furthermore, you should briefly inform yourself about naturalization, asylum law, asylum status and the like.