Bank Marketing Dataset Column Details

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| Column Name | Detail |
| age | Age of the client (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 | Education level (categorical: 'basic.4y','basic.6y','basic.9y','high.school','illiterate','professional.course','university.degree','unknown') |
| default | Has credit in default? (binary: 'yes','no') |
| housing | Has housing loan? (binary: 'yes','no') |
| loan | Has personal loan? (binary: 'yes','no') |
| contact | Contact communication type (categorical: 'cellular','telephone') |
| month | Last contact month of year (categorical: 'jan', 'feb', 'mar', ..., 'nov', 'dec') |
| day\_of\_week | Last contact day of the week (categorical: 'mon', 'tue', 'wed', 'thu', 'fri') |
| duration | Last contact duration, in seconds (numeric) |
| campaign | Number of contacts performed during this campaign and for this client (numeric, includes last contact) |
| pdays | Number of days that passed by after the client was last contacted from a previous campaign (numeric; 999 means client was not previously contacted) |
| previous | Number of contacts performed before this campaign and for this client (numeric) |
| poutcome | Outcome of the previous marketing campaign (categorical: 'failure','nonexistent','success') |
| emp.var.rate | Employment variation rate - quarterly indicator (numeric) |
| cons.price.idx | Consumer price index - monthly indicator (numeric) |
| cons.conf.idx | Consumer confidence index - monthly indicator (numeric) |
| euribor3m | Euribor 3 month rate - daily indicator (numeric) |
| nr.employed | Number of employees - quarterly indicator (numeric) |
| target | Has the client subscribed a term deposit? (binary: 'yes','no') |