Customer ID : Unique ID generated for every registered customers

Gender : Gender of the customers

Age : Age of the customers

Income : Income of the customers

Occupation : Profession of the customers

Marital Status : Status of the marriage

No. Family Members : Count of the family members

Home Ownership : Whether they stay in a rented house or own house

Home Value : Estimated market value of the customer’s primary residence

Years in Current Home : Years of the stay in their current home

Credit Score : numerical representation of customer’s credit worthiness

Number of Credit Cards : Total number of credit cards the customers have

Total Credit Card Limit : Total credit card limit across all the credit cards of the customers

Total Credit Card Balance : Total amount of debt the customer has

Product ID : Unique ID of the products purchased by the customer

Products Purchased : Kind of products the customer bought

Number of Online Purchases : How many times the customers has purchased

Average Purchase Value : Average value of each customer’s purchases

Last Purchase Value : Most recent purchase made by the customer

Days Since Last Purchase : Number of days since the customer had purchased

Number of Returns : Total number of returns made by the customer

Total Values of Returns : Total value of all returns made by the customer

Locations : Residence of the customers