Blood Transfusion Service Centre Data Set

Data taken from the Blood Transfusion Service Centre in Hsin-Chu City in Taiwan

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Data Set Characteristics: Multivariate
Number of Instances: 748
Area: Business
Attribute Characteristics: Real
Number of Attributes: 5
Date Donated: 2008-10-03
Associated Tasks: Classification
Missing Values? N/A

Source:

Original Owner and Donor
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Data Set Information:

To demonstrate the RFMTC marketing model (a modified version of RFM), this study adopted the donor database of Blood Transfusion Service Centre in Hsin-Chu City in Taiwan. The centre passes their blood transfusion service bus to one university in Hsin-Chu City to gather blood donated about every three months. To build a FRMTC model, we selected 748 donors at random from the donor database. These 748 donor data, each one included R (Recency - months since last donation), F (Frequency - total number of donation), M (Monetary - total blood donated in c.c.), T (Time - months since first donation), and a binary variable representing whether he/she donated blood in March 2007 (1 stand for donating blood; 0 stands for not donating blood).

Attribute Information:

Given is the variable name, variable type, the measurement unit and a brief description. The "Blood Transfusion Service Centre" is a classification problem. The order of this listing corresponds to the order of numerals along the rows of the database.

R (**Recency** - months since last donation),
F (**Frequency** - total number of donation),
M (**Monetary** - total blood donated in c.c.),
T (**Time** - months since first donation), and
a binary variable representing **whether he/she donated blood in March 2007** (1 stand for donating blood; 0 stands for not donating blood).

Citation Request:

Yeh, I-Cheng, Yang, King-Jang, and Ting, Tao-Ming, "Knowledge discovery on RFM model using Bernoulli sequence, "Expert Systems with Applications, 2008 (doi:10.1016/j.eswa.2008.07.018).