

# Marketing Campaign

## Content

AcceptedCmp1 - 1 if customer accepted the offer in the 1st campaign, 0 otherwise

AcceptedCmp2 - 1 if customer accepted the offer in the 2nd campaign, 0 otherwise

AcceptedCmp3 - 1 if customer accepted the offer in the 3rd campaign, 0 otherwise

AcceptedCmp4 - 1 if customer accepted the offer in the 4th campaign, 0 otherwise

AcceptedCmp5 - 1 if customer accepted the offer in the 5th campaign, 0 otherwise

Response (target) - 1 if customer accepted the offer in the last campaign, 0 otherwise

Complain - 1 if customer complained in the last 2 years

DtCustomer - date of customer's enrolment with the company

Education - customer's level of education

Marital - customer's marital status

Kidhome - number of small children in customer's household

Teenhome - number of teenagers in customer's household

Income - customer's yearly household income

MntFishProducts - amount spent on fish products in the last 2 years

MntMeatProducts - amount spent on meat products in the last 2 years

MntFruits - amount spent on fruits products in the last 2 years

MntSweetProducts - amount spent on sweet products in the last 2 years

MntWines - amount spent on wine products in the last 2 years

MntGoldProds - amount spent on gold products in the last 2 years

NumDealsPurchases - number of purchases made with discount

NumCatalogPurchases - number of purchases made using catalogue

NumStorePurchases - number of purchases made directly in stores

NumWebPurchases - number of purchases made through company's web site

NumWebVisitsMonth - number of visits to company's web site in the last month

Recency - number of days since the last purchase

## Acknowledgements

O. Parr-Rud. Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner. SAS Institute, 2014.