**DATA CLASSIFICATION**

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| --- | --- | --- | --- | --- |
| Profit Potential | Past Purchases | Demographic | Psychographic | Behavior |
| transaction frequency  date of last purchase  average order value  customer  lifetime value | product  type/attribute  product price  payment/shipping method  used  product benefit sought (price, quality, prestige)  product satisfaction | geographic  location (city state, country, region)  age  gender  household size  income  occupation  education  ethnicity  browsing device (laptop, PC, tablet,  smartphone)  type (vendor and model)  traffic  source (organic search, banner link, referral site) | hobbies and  interest  leisure and recreational activity  affiliations  (religious, professional, cultural, political,  institutional)  personal traits (social vs. private  modern vs. traditional; spontaneous vs. cautious) | pages viewed  responses to offers and promotions  participation in  reward programs  channel management |
| default  cons.price.idx  cons.conf.idx  euribor3m  nr.employed  emp.var.rate | housing  loan  campaign  pdays  previous  month  day\_of\_week  duration | age  job  marital  education  contact |  | poutcomes  y |