

Data Description:

This case requires to develop a customer segmentation to define marketing strategy. The sample Dataset summarizes the usage behavior of about 9000 active credit card holders during the last 6 months. The file is at a customer level with 18 behavioral variables.

Following is the Data Dictionary for Credit Card dataset :-

CUST_ID : Identification of Credit Card holder (Categorical)

BALANCE : Balance amount left in their account to make purchases

BALANCE_FREQUENCY : How frequently the Balance is updated, score between 0 and 1 (1 = frequently updated, 0 = not frequently updated)

PURCHASES : Amount of purchases made from account

ONEOFF_PURCHASES : Maximum purchase amount done in one-go

INSTALLMENTS_PURCHASES : Amount of purchase done in installment

CASH_ADVANCE : Cash in advance given by the user

PURCHASES_FREQUENCY : How frequently the Purchases are being made, score between 0 and 1 (1 = frequently purchased, 0 = not frequently purchased)

ONEOFFPURCHASESFREQUENCY : How frequently Purchases are happening in one-go (1 = frequently purchased, 0 = not frequently purchased)

PURCHASESINSTALLMENTSFREQUENCY : How frequently purchases in installments are being done (1 = frequently done, 0 = not frequently done)

CASHADVANCEFREQUENCY : How frequently the cash in advance being paid

CASHADVANCETRX : Number of Transactions made with "Cash in Advanced"

PURCHASES_TRX : Numbe of purchase transactions made

CREDIT_LIMIT : Limit of Credit Card for user

PAYMENTS : Amount of Payment done by user

MINIMUM_PAYMENTS : Minimum amount of payments made by user

PRCFULLPAYMENT : Percent of full payment paid by user

TENURE : Tenure of credit card service for user