

#### Bookbinder's Book Club (Assignment 4) variable definitions

1. acctnum: Customer account number (ID)
2. gender: customer's gender
3. state: customer's state
4. zip: 5-digits zip code
5. zip3: 3-digits zip code
6. first: how long since customer's first purchase
7. last: how long since customer's last purchase
8. book: \$ spent for books in the past
9. nonbook: \$ spent for non-books in the past
10. total\_: total \$ spent
11. purch: # of books purchased
12. child: # of books purchased in the "children" category
13. youth: # of books purchased in the "youth" category
14. cook: # of books purchased in the "cooking" category
15. doit: # of books purchased in the "doit" category
16. reference: # of books purchased in the "reference" category
17. art: # of books purchased in the "art" category
18. geog: # of books purchased in the "geography" category
19. buyer: whether or not a customer responds to the campaign on "The Art History of Florence"