

## **Attributes**

### **People**

- **ID:** Customer's unique identifier
- **Year\_Birth:** Customer's birth year
- **Education:** Customer's education level
- **Marital\_Status:** Customer's marital status
- **Income:** Customer's yearly household income
- **Kidhome:** Number of children in customer's household
- **Teenhome:** Number of teenagers in customer's household
- **Dt\_Customer:** Date of customer's enrollment with the company
- **Recency:** Number of days since customer's last purchase
- **Complain:** 1 if the customer complained in the last 2 years, 0 otherwise

### **Products**

- **MntWines:** Amount spent on wine in last 2 years
- **MntFruits:** Amount spent on fruits in last 2 years
- **MntMeatProducts:** Amount spent on meat in last 2 years
- **MntFishProducts:** Amount spent on fish in last 2 years
- **MntSweetProducts:** Amount spent on sweets in last 2 years
- **MntGoldProds:** Amount spent on gold in last 2 years

### **Promotion**

- **NumDealsPurchases:** Number of purchases made with a discount
- **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:** 1 if customer accepted the offer in the last campaign, 0 otherwise

## **Place**

- **NumWebPurchases:** Number of purchases made through the company's website
- **NumCatalogPurchases:** Number of purchases made using a catalogue
- **NumStorePurchases:** Number of purchases made directly in stores
- **NumWebVisitsMonth:** Number of visits to company's website in the last month

## **Target**

**Need to perform clustering to summarize customer segments.**