

Using classifiers for mail promotions: clothing store

Lab 2.3

Lab assignment.

Business data mining

- Perform similar task on the following dataset
'Clothing_Store.arff'
- Dataset contains information about 28,799 customers of the clothing chain in New England*

Some attribute information: 1/2

- @relation Clothing_Store
- @attribute FRE numeric - number of purchase visits
- @attribute CC_CARD numeric – has credit card
- @attribute AVRG numeric – average amount spent per visit
- @attribute PSWEATERS numeric – how many sweaters (etc.) bought in the last year and the same for the rest of this page
- @attribute PKNIT_TOPS numeric
- @attribute PKNIT_DRES numeric
- @attribute PBLOUSES numeric
- @attribute PJACKETS numeric
- @attribute PCAR_PNTS numeric
- @attribute PCAS_PNTS numeric
- @attribute PSHIRTS numeric
- @attribute PDRESSES numeric
- @attribute PSUITS numeric
- @attribute POUTERWEAR numeric
- @attribute PJEWELRY numeric
- @attribute PFASHION numeric
- @attribute PLEGWEAR numeric

Some attribute information: 2/2

- @attribute AMSPEND numeric – total amount spent at AM store
 - @attribute PSSPEND numeric - total amount spent at PS store
 - @attribute CCSPEND numeric - total amount spent at CC store
 - @attribute AXSPEND numeric - total amount spent at AX store
 - @attribute TMONSPEND numeric – total amount spent over the last 2 months
 - @attribute OMONSPEND numeric - total amount spent over the last 1 month
 - @attribute SMONSPEND numeric - total amount spent over the last 6 months
 - @attribute GMP numeric – gross margin percentage
 - @attribute PROMOS numeric – number of marketing promotions on file
 - @attribute DAYS numeric – number of days the customer has been on file
 - @attribute FREDAYS numeric – number of days between purchases
 - @attribute MARKDOWN numeric – markdown percentage on customer purchases
 - @attribute CLASSES numeric – number of different product classes purchased
 - @attribute COUPONS numeric – number of coupons used
 - @attribute STORES numeric – number of stores the customer shopped in
 - @attribute STORELOY numeric – has store loyalty card
 - @attribute VALPHON {N,Y} – valid phone on file
 - @attribute WEB numeric – WEB shopper
 - @attribute MAILED numeric – number of promotions mailed in the past year
 - @attribute RESPONDED numeric – number of promotions responded to in the past year
 - @attribute RESPONSERATE numeric – response rate to promotions
 - @attribute LTFREDAY numeric – lifetime average time between visits
 - @attribute CLUSTYPE numeric – microvision lifestyle cluster type
 - @attribute PERCRET numeric – percent of returns
 - **@attribute RESP nominal {1,0} – responded to a promotion letter**
- ← Class attribute