

| Variable Name | Explanation | Model Role | Measurement Scale |
|----------------------|--|-------------------|--------------------------|
| client_code | An ID code | id | nominal |
| installment | 1=first purchase is paid for in installments; 0=not | input | binary |
| first_amount_spent | Amount spent on first purchase | input | interval |
| number_of_products | Number of products at first order | input | interval |
| north | 1=northern Italy; 0=not | input | binary |
| center | 1=central Italy; 0=not | input | binary |
| south_and_islands | 1=southern Italy and the Italian islands; 0=not | input | binary |
| Location | North, Center, South | rejected | nominal |
| age15_35 | 1=age 15-35; 0=not | rejected | binary |
| age36_50 | 1=age 36-50; 0=not | rejected | binary |
| age51_89 | 1=age 51-89; 0=not | rejected | binary |
| Age | 1='15-35', 2='36-50', 3='51-89' | input | ordinal |
| sex | 1=male; 0=female | input | binary |
| dim_small | Dimension of agency: 1=small (<15); 0=not | input | binary |
| dim_medium | Dimension of agency: 1=medium (15-30); 0=not | input | binary |
| dim_big | Dimension of agency: 1=big (31-60); 0=not | input | binary |
| Agency_Size | Small, Medium, Large | input | ordinal |
| Y | 0=(total number of orders = 1); 1=(total number of orders > 1) | target | binary |