

Attribute	Description
1 KDNR	Customer number
2 NUM_ENT	Number of delivered articles in prediction period
3 NUM_DEV	Number of returned articles in prediction period
Address data (at cut-off date)	
4 AADSEIT	Address since month
5 AATELKZ	Phone (yes=1/no=0)
6 APLZ5ST	Postcode (5 digits)
7 APLZAAH	Percent of foreigner households in postcode area
8 APLZAKH	Percent of households with children in postcode area
9 APLZBVD	Population denseness in postcode area
10 APLZEIN	Number of residents in postcode area
11 APLZFLH	Expanse of postcode area
12 APLZFLI	Fluctation index in postcode area
13 APLZKKE	Purchasing power/resident in postcode area
14 PALTERK	Age of addressee in years
15 PANREDK	Title of addressee
16 PRSANZW	Number of female persons in household
Merchandise management	
17 BBH0001	Number of orders in period B
18 BBH0002	Number of orders in period F
19 BBW0001	Order value in period A in Euro
20 BBW0002	Order value in period B in Euro
21 BBW0003	Order value in period D in Euro
22 BEB0001	First order before max. x months
23 BLB0001	Last order before max. x months
24 BRP0001	Number of return positions in period A in Euro
25 BRP0002	Number of return positions in period B in Euro
26 BRP0003	Number of return positions in period D in Euro
27 BRP0004	Number of return positions in period G in Euro
28 BRQ0001	Return quote in period A in percent
29 BRQ0002	Return quote in period B in percent
30 BRQ0003	Return quote in period D in percent
31 BRQ0004	Return quote in period G in percent
32 BRW0001	Return value in period B in Euro
33 LRQ0001	Return quote of catalog I in period C in percent
34 LRQ0002	Return quote of catalog II in period C in percent
35 LRQ0003	Return quote of catalog III in period C in percent
36 LRQ0004	Return quote of catalog IV in period C in percent
37 WRQ0001	Return quote class of goods 01 in period E in percent
38 WRQ0002	Return quote class of goods 02 in period E in percent
39 WRQ0003	Return quote class of goods 03 in period E in percent
40 WRQ0004	Return quote class of goods 04 in period E in percent
41 WRQ0005	Return quote class of goods 05 in period E in percent
42 WRQ0006	Return quote class of goods 06 in period E in percent
43 WRQ0007	Return quote class of goods 07 in period E in percent
44 WRQ0008	Return quote class of goods 08 in period E in percent
45 WRQ0009	Return quote class of goods 09 in period E in percent
46 WRQ0010	Return quote class of goods 10 in period E in percent
47 WRQ0011	Return quote class of goods 11 in period E in percent
48 WRQ0012	Return quote class of goods 12 in period E in percent
49 WRQ0013	Return quote class of goods 13 in period E in percent
50 WRQ0014	Return quote class of goods 14 in period E in percent
51 WRQ0015	Return quote class of goods 15 in period E in percent
52 WRQ0016	Return quote class of goods 16 in period E in percent
53 WRW0001	Return value class of goods 01 in period C in Euro
54 WRW0002	Return value class of goods 02 in period C in Euro
55 WRW0003	Return value class of goods 03 in period C in Euro
56 WRW0004	Return value class of goods 04 in period C in Euro
57 WRW0005	Return value class of goods 05 in period C in Euro
58 WRW0006	Return value class of goods 06 in period C in Euro
59 WRW0007	Return value class of goods 07 in period C in Euro
60 WRW0008	Return value class of goods 08 in period C in Euro
61 WRW0009	Return value class of goods 09 in period C in Euro
62 WRW0010	Return value class of goods 10 in period C in Euro
63 WRW0011	Return value class of goods 11 in period C in Euro
64 WRW0012	Return value class of goods 12 in period C in Euro
65 WRW0013	Return value class of goods 13 in period C in Euro
66 WRW0014	Return value class of goods 14 in period C in Euro
67 WRW0015	Return value class of goods 15 in period C in Euro
68 WRW0016	Return value class of goods 16 in period C in Euro
Other	
69 RATIO	num_dev/num_ent

