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| Attribute | Description |
| Customer.ID | A unique ID that identifies each customer |
| Referred.a.Friend | Indicates if the customer has ever referred a friend or family member to this company |
| Number.of.Referals | Indicates the number of referrals to date that the customer has made |
| Tenure.in.Months | Indicates the total amount of months that the customer has been with the company by the end of the quarter specified |
| Offer | Identifies the last marketing offer that the customer accepted, if applicable |
| Phone.Service | Indicates if the customer subscribes to home phone service with the company |
| Avg.Monthly.Long.Distance.Charges | Indicates the customer’s average long distance charges, calculated to the end of the quarter |
| Multiple.Lines | Indicates if the customer subscribes to multiple telephone lines with the company |
| Internet.Service | Indicates if the customer subscribes to Internet service with the company |
| Internet.Type | Indicates the type of Internet service the customer subscribes |
| Avg.Monthly.GB.Download | Indicates the customer’s average download volume in gigabytes, calculated to the end of the quarter |
| Online.Security | Indicates if the customer subscribes to an additional online security service provided by the company |
| Online.Backup | Indicates if the customer subscribes to an additional online backup service provided by the company |
| Device.Protection.Plan | Indicates if the customer subscribes to an additional device protection plan for their Internet equipment |
| Premium.Tech.Support | Indicates if the customer subscribes to an additional technical support plan from the company with reduced |
| Streaming.TV | Indicates if the customer uses their Internet service to stream television programming from a third party provider |
| Streaming.Movies | Indicates if the customer uses their Internet service to stream movies from a third party provider |
| Streaming.Music | Indicates if the customer uses their Internet service to stream music from a third party provider |
| Unlimited.Data | Indicates if the customer has paid an additional monthly fee to have unlimited data downloads/uploads |
| Contract | Indicates the customer’s current contract type |
| Paperless.Billing | Indicates if the customer has chosen paperless billing |
| Payment.Method | Indicates how the customer pays their bill |
| Monthly.Charge | Indicates the customer’s current total monthly charge for all their services from the company |
| Total.Regular.Charges | Indicates the customer’s total regular charges, excluding additional charges |
| Total.Refunds | Indicates the customer’s total refunds |
| Total.Extra.Data.Charges | Indicates the customer’s total charges for extra data downloads above those specified in their plan |
| Total.Long.Distance.Charges | Indicates the customer’s total charges for long distance above those specified in their plan |
| Gender |  |
| Age | The customer’s current age |
| Under.30 | Indicates if the customer is under 30 years old |
| Senior.Citizen | Indicates if the customer is 65 or older |
| Married | Indicates if the customer is married |
| Dependents | Indicates if the customer lives with any dependents: Yes, No. Dependents could be children, parents, grandparents, etc. |
| Number.of.Dependents | Indicates the number of dependents that live with the customer |
| City | The city of the customer’s primary residence |
| Zip.Code | The zip code of the customer’s primary residence |
| Latitude | The latitude of the customer’s primary residence |
| Longitude | The longitude of the customer’s primary residence |
| Population | A current population estimate for the entire Zip Code area |
| Churn.Value | 1 = the customer left the company this quarter. 0 = the customer remained with the company |
| CLTV | Customer Lifetime Value. A predicted CLTV is calculated using corporate formulas and existing data. The higher the value, the more valuable the customer |
| Churn.Category | A high-level category for the customer’s reason for churning |
| Churn.Reason | A customer’s specific reason for leaving the company |
| Total.Customer.Svc.Requests | Number of times the customer contacted customer service in the past quarter |
| Product.Service.Issues.Reported | Number of times the customer reported an issue with a product or service in the past quarter |
| Customer.Satisfaction | A customer’s overall satisfaction rating of the company from 1 (Very Unsatisfied) to 5 (Very Satisfied) collected on customer service requests |