Description of fields in the data set

Field name	Description
id	contact id
activity_new	category of the company's activity
campaign_disc_ele	code of the electricity campaign the customer last subscribed to
channel_sales	code of the sales channel
cons_12m	electricity consumption of the past 12 months
cons_gas_12m	gas consumption of the past 12 months
cons_last_month	electricity consumption of the last month
date_activ	date of activation of the contract
date_end	registered date of the end of the contract
date_first_activ	date of first contract of the client
date_modif_prod	date of last modification of the product
date_renewal	date of the next contract renewal
forecast_base_bill_ele	forecasted electricity bill baseline for next month
forecast_base_bill_year	forecasted electricity bill baseline for calendar year
forecast_bill_12m	forecasted electricity bill baseline for 12 months
forecast_cons	forecasted electricity consumption for next month
forecast_cons_12m	forecasted electricity consumption for next 12 months
forecast_cons_year	forecasted electricity consumption for next calendar year
forecast_discount_energy	forecasted value of current discount
forecast_meter_rent_12m	forecasted bill of meter rental for the next 12 months

Field name	Description
forecast_price_energy_p1	forecasted energy price for 1st period
forecast_price_energy_p2	forecasted energy price for 2nd period
forecast_price_pow_p1	forecasted power price for 1st period
has_gas	indicated if client is also a gas client
imp_cons	current paid consumption
margin_gross_pow_ele	gross margin on power subscription
margin_net_pow_ele	net margin on power subscription
nb_prod_act	number of active products and services
net_margin	total net margin
num_years_antig	antiquity of the client (in number of years)
origin_up	code of the electricity campaign the customer first subscribed to
pow_max	subscribed power
price_date	reference date
price_p1_var	price of energy for the 1st period
price_p2_var	price of energy for the 2nd period
price_p3_var	price of energy for the 3rd period
price_p1_fix	price of power for the 1st period
price_p2_fix	price of power for the 2nd period
price_p3_fix	price of power for the 3rd period
churned	has the client churned over the next 3 months

Note: Some fields are hashed text strings. This preserves the privacy of the original data but the commercial meaning is retained and so they may have predictive power