Definition of Variables and First Look at the Data

\*\*This dataset includes data on the service usage habits of a company's customers and tags that indicate whether the relevant customer has left the company. The definition of the columns is as follows:\*\*

\*\*Account length:\*\* Information for how many days the user has been a member of the site.

\*\*Location code:\*\* User's location code

\*\*User id:\*\* Unique ID assigned to the user

\*\*Credit card info save:\*\* Information whether the user has saved the credit card in the system

\*\*Push status:\*\* Whether the user allows notifications or not

\*\*Add to wishlist:\*\* Number of times user has been added to wishlist

\*\*Desktop sessions:\*\* Number of user's desktop sessions

\*\*App sessions:\*\* Number of user's app sessions

\*\*Desktop transactions:\*\* The number of purchases made by the user from the desktop

\*\*Total product detail reviews:\*\* User's product detail views

\*\*Session duration:\*\* Average time spent by the user in their sessions

\*\*Promotion clicks:\*\* Number of times user clicks on discount offers

\*\*Avg order value:\*\* User's average order amount

\*\*Sale product views:\*\* User's discounted product views

\*\*Discount rate per visited products:\*\* Average discount rate of products viewed by the user

\*\*Product detail view per app session:\*\* Average number of products user viewed detail per session

\*\*App transactions:\*\* The number of purchases made by the user on the app

\*\*Add to cart per session:\*\* User's average of adding to cart per session

\*\*Customer service calls:\*\* Number of user calls to customer service

\*\*Churn:\*\* Information whether the user is churn or not | Target Variable