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 Referrals -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 above
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 provided by the company
Premium Tech Support - Indicates if the customer subscribes to an additional technical support plan from the company with reduced wait times
Streaming TV - Indicates if the customer uses their Internet service to stream television programing 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 -
Gender - Indicates the customer's total charges for long distance above those specified in their plan
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