

Metadata : Analyzing Customer Churn

Column Name	Customer status:
Customer ID	The unique ID that identifies a customer
Churn Label	Contains “Yes” or “No” to indicate if a customer churned
Churn Reason	The particular reason why the customer ended the contract
Churn Category	Groups multiple churn reasons together for analysis purposes

Column Name	Demographics:
Gender	The gender of the customer, indicated by “Male”, “Female” or “Prefer not to say”
Under 30	Indicates if the customer is under 30 with “Yes” or “No”
Senior	Indicates if the customer is above 65 with “Yes” or “No”
Age	The age of the customer

Column Name	Contract information:
Contract Type	Contains “Month to Month”, “One Year” or “Two Year”
Payment Method	Preferred payment method of the customer indicated with “Credit Card”, “Direct Debit” or “Paper Check”
State	The code of the state where the customer lives
Phone Number	Phone number of the customer
Group	Indicates if the customer is part of a group contract. A group contract offers advantages and is generally cheaper. Contains “Yes” or “No”
Number of customers in a	Number of customers part of the group

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