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:
	The gender of the customer, indicated by "Male", "Female" or
Gender	"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
	Preferred payment method of the customer indicated with
Payment Method	"Credit Card", "Direct Debit" or "Paper Check
State	The code of the state where the customer lives
Phone Number	Phone number of the customer
	Indicates if the customer is part of a group contract. A group
	contract offers advantages and is generally cheaper.Contains
Group	"Yes" or "No"
Number of customers in a	Number of customers part of the group

Column Name	Subscription types & Charges:
Account Length (in	The number of months the customer has been with
months)	Databel
Local Calls	Amount of local (within the US) calls from the customer
	Amount of international (outside the US) calls from the
Intl Calls	customer
	The number of minutes spent calling internationally. Intl
	Active: Indicates if the customer called internationally
Intl Mins	with a "Yes" or "No"
	Indicates if the customer has a premium plan to call
	internationally for free with "Yes" or "No. This premium
Intl Plan	is reflected in the amount of the monthly charge
Extra International	Contains the extra charges for international calls for
Charges	customers who are not on an international plan
Customer Service	
Calls	The number of calls made to customer service
Avg Monthly GB	Contains the average monthly download volume in
Download	gigabytes
	Indicates if the customer has free unlimited download
	capacity with "Yes" or "No". This premium is reflected in
Unlimited Data Plan	the amount of the monthly charge
	Contains the extra charges for data downloads for
Extra Data Charges	customers who are not on an unlimited plan
Monthly Charges	Average of all Monthly Charges to the customer
Total Charges	Sum of all monthly charges