

CASE STUDY :

Customers Churn Analysis - Databel

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Customer Status :	
Customer ID	The unique ID that identifies a customer (codified)
Churn Label	Contains “Yes” or “No” to indicate if it’s churned or not
Churn Category	Category of Churn reasons
Churn Reason	The reason why customer ended the contract

Demographics :	
Gender	The gender of the customer, indicated as “Male” or “Female”
Age	The age of the customer
Under 30	Indicates if the customer is under 30 with “Yes” or “No”
Senior	Indicates if the customer is under 65 with “Yes” or “No”

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

Subscription Types & Charges :	
Account Length (in months)	The number of month that the customer has been with Databel
Local Calls	Amount of Local (within the US) calls for a customer
Locals Mins	The number of minutes spent calling locally
Intl Calls	Amount of International (outside the US) calls for a customer
Intl Mins	The number of minutes spent calling internationally
Intl Active	Indicates if a customer called internationally with “Yes” or “No”
Intl Plan	Indicates if a customer have a premium plan to call internationally for free with “Yes” or “No”. This premium is reflected in the amount of monthly charge.
Extra International Charges	Contains the extra data charges for international calls for customers who are not on an international plan
Customer Service Calls	The number of calls made to customer service
Avg Monthly GB Download	The average monthly download volume in gigabytes
Unlimited Data Plan	Indicates if a customer have a free unlimited download capacity with “Yes” or “No”. This premium is reflected in the amount of monthly charge.
Extra Data Charges	The extra charges for data download for customers who are not on an unlimited plan
Device Protection & Online Backup	Indicates if a customer has paid for device protection and backup with “Yes” or “No”
Monthly Charges	Average of all Monthly charges to the customer
Total Charges	Sum of all monthly charges