Prof. Kamesam

Data Mining for Business

**Churn.txt Data description**

In this lesson we use data from a telecommunications company, ***churn.txt***for several examples. The file contains records for 1477 of the company’s customers who have at one time purchased a mobile phone. It includes such information as length of time spent on local, long distance and international calls, the type of billing scheme and a variety of basic demographics, such as age and gender. The customers fall into one of three groups: current customers, involuntary leavers and voluntary leavers. We want to use data mining to understand what factors influence whether an individual remains as a customer or leaves for an alternative company. The data are typical of what is often referred to as a churn example (hence the file name).

