**Data Dictionary for Audiobook dataset**

* **ID**: Identification of the customer (Categorical)
* **Book Length(mins)\_overall**: The overall book length is the sum of lengths of purchases
* **Book Length(mins)\_overall**: The sum divided by the numbers of purchases
* **Price\_overall**: Overall price paid
* **Price\_avg**:: Average of price paid
* **Review:** Shows if the customer has left a review (1 = left a review, 0 = didn’t)
* **Review 10/10**: Measures the review of a customer from 1 to 10
* **Minutes Listened**: Measure of engagement
* **Completion**: Total minutes listened / book length\_overall
* **Support Requests**: Number of support requests (E.g.: Forgotten password)
* **Last visited minus Purchase date**: Measure the difference between last time a customer interacted in the platform and Purchase date
* **Targets**: How frequently the cash in advance being paid