

Data Documentation

Column Name	Description	Data Type	Level of Measurement
CustomerId	Unique identifier assigned to each customer at account creation	Integer	Label
Name	Preferred name of the customer	String	Label
Gender	Gender of the customer	String	Categorical (Nominal)
EstimatedSalary	Estimated annual salary of the customer	Decimal	Numerical (Continuous)
Age	Age of the customer	Integer	Numerical (Discrete)
LocationId	Identifier representing the customer's location	Integer	Label
Geography	Country where the customer is residing	String	Categorical (Nominal)
AccountId	Unique identifier for each bank account (a customer may have multiple accounts)	String	Label
Tenure	Number of years the account has been active	Integer	Numerical (Discrete)
Balance	Current balance of the customer's account	Decimal	Numerical (Continuous)
NumOfProducts	Number of banking products/services linked to the account	Integer	Numerical (Discrete)
HasCreditCard	Indicates whether the customer has a credit card (1 = Yes, 0 = No)	Integer	Categorical (Binary)
IsActiveMember	Indicates whether the customer is an active member (1 = Active, 0 = Inactive)	Integer	Categorical (Binary)
Churned	Indicates whether the customer has churned (1 = Churned, 0 = Retained)	Integer	Categorical (Binary)