Data mining -> extracting or mining knowledge from large amounts of data.

Urge -> strong desire or impulse

Customer churn -> is the percentage of customers that stop using a company's product or service during a certain time frame123. It is also known as customer attrition4. Customer churn is a critical metric because it is much to retain existing customers than to acquire new customers4. Churn can indicate customer dissatisfaction, competitive pressure, or changing market conditions3.

Retention -> the continued possession, use, or control of something: