

Table	Field	Description
Customer Churn	CustomerID	A unique ID that identifies each customer
Customer Churn	Gender	The customer's gender: Male, Female
Customer Churn	Age	The customer's current age, in years, at the time the fiscal quarter ended (Q2 2022)
Customer Churn	Married	Indicates if the customer is married: Yes, No
Customer Churn	Number of Dependents	Indicates the number of dependents that live with the customer (dependents could be children, parents, grandparents, etc.)
Customer Churn	City	The city of the customer's primary residence in California
Customer Churn	Zip Code	The zip code of the customer's primary residence
Customer Churn	Latitude	The latitude of the customer's primary residence
Customer Churn	Longitude	The longitude of the customer's primary residence
Customer Churn	Number of Referrals	Indicates the number of times the customer has referred a friend or family member to this company to date
Customer Churn	Tenure in Months	Indicates the total amount of months that the customer has been with the company by the end of the quarter specified above
Customer Churn	Offer	Identifies the last marketing offer that the customer accepted: None, Offer A, Offer B, Offer C, Offer D, Offer E
Customer Churn	Phone Service	Indicates if the customer subscribes to home phone service with the company: Yes, No
Customer Churn	Avg Monthly Long Distance Charges	Indicates the customer's average long distance charges, calculated to the end of the quarter specified above (if the customer is not subscribed to home phone service, this will be 0)
Customer Churn	Multiple Lines	Indicates if the customer subscribes to multiple telephone lines with the company: Yes, No (if the customer is not subscribed to home phone service, this will be No)
Customer Churn	Internet Service	Indicates if the customer subscribes to Internet service with the company: Yes, No
Customer Churn	Internet Type	Indicates the customer's type of internet connection: DSL, Fiber Optic, Cable (if the customer is not subscribed to internet service, this will be None)
Customer Churn	Avg Monthly GB Download	Indicates the customer's average download volume in gigabytes, calculated to the end of the quarter specified above (if the customer is not subscribed to internet service, this will be 0)
Customer Churn	Online Security	Indicates if the customer subscribes to an additional online security service provided by the company: Yes, No (if the customer is not subscribed to internet service, this will be No)
Customer Churn	Online Backup	Indicates if the customer subscribes to an additional online backup service provided by the company: Yes, No (if the customer is not subscribed to internet service, this will be No)
Customer Churn	Device Protection Plan	Indicates if the customer subscribes to an additional device protection plan for their Internet equipment provided by the company: Yes, No (if the customer is not subscribed to internet service, this will be No)
Customer Churn	Premium Tech Support	Indicates if the customer subscribes to an additional technical support plan from the company with reduced wait times: Yes, No (if the customer is not subscribed to internet service, this will be No)
Customer Churn	Streaming TV	Indicates if the customer uses their Internet service to stream television programming from a third party provider at no additional fee: Yes, No (if the customer is not subscribed to internet service, this will be No)
Customer Churn	Streaming Movies	Indicates if the customer uses their Internet service to stream movies from a third party provider at no additional fee: Yes, No (if the customer is not subscribed to internet service, this will be No)
Customer Churn	Streaming Music	Indicates if the customer uses their Internet service to stream music from a third party provider at no additional fee: Yes, No (if the customer is not subscribed to internet service, this will be No)
Customer Churn	Unlimited Data	Indicates if the customer has paid an additional monthly fee to have unlimited data downloads/uploads: Yes, No (if the customer is not subscribed to internet service, this will be No)
Customer Churn	Contract	Indicates the customer's current contract type: Month-to-Month, One Year, Two Year
Customer Churn	Paperless Billing	Indicates if the customer has chosen paperless billing: Yes, No
Customer Churn	Payment Method	Indicates how the customer pays their bill: Bank Withdrawal, Credit Card, Mailed Check
Customer Churn	Monthly Charge	Indicates the customer's current total monthly charge for all their services from the company
Customer Churn	Total Charges	Indicates the customer's total charges, calculated to the end of the quarter specified above
Customer Churn	Total Refunds	Indicates the customer's total refunds, calculated to the end of the quarter specified above
Customer Churn	Total Extra Data Charges	Indicates the customer's total charges for extra data downloads above those specified in their plan, by the end of the quarter specified above
Customer Churn	Total Long Distance Charges	Indicates the customer's total charges for long distance above those specified in their plan, by the end of the quarter specified above
Customer Churn	Total Revenue	Indicates the company's total revenue from this customer, calculated to the end of the quarter specified above (Total Charges - Total Refunds + Total Extra Data Charges + Total Long Distance Charges)
Customer Churn	Customer Status	Indicates the status of the customer at the end of the quarter: Churned, Stayed, or Joined
Zip Code Population	Zip Code	The zip code of the customer's primary residence
Zip Code Population	Population	A current population estimate for the entire Zip Code area