Churn Project

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About Dataset

The Telco customer churn dataset contains information about a fictional telco company that provided home phone and Internet services to 7043 customers in California in Q3. It indicates which customers have left, stayed, or signed up for their service. Multiple important demographics are included for each customer, as well as a Satisfaction Score, Churn Score, and Customer Lifetime Value (CLTV) index. It is designed to facilitate analysis of customer behavior and retention strategies.

Customer_Info.csv

Column Name	Description
CustomerID	A unique ID that identifies each customer.
Gender	The customer's gender: Male, Female.
Age	The customer's current age, in years, at the time the fiscal quarter ended.
Senior Citizen	Indicates if the customer is 65 or older: Yes, No.
Married	Indicates if the customer is married: Yes, No.
Dependents	Indicates if the customer lives with any dependents: Yes, No.
Number of Dependents	Indicates the number of dependents that live with the customer.

Location_Data.csv

Column Name	Description
CustomerID	A unique ID that identifies each customer.
Country	The country of the customer's primary residence.
State	The state of the customer's primary residence.
City	The city of the customer's primary residence.
Zip Code	The zip code of the customer's primary residence.
Total Population	A current population estimate for the entire Zip Code area.

Latitude	The latitude of the customer's primary residence.
Longitude	The longitude of the customer's primary residence.

Online_Services.csv

Column Name	Description
CustomerID	A unique ID that identifies each customer.
Phone Service	Indicates if the customer subscribes to home phone service with the company: Yes, No
Internet Service	Indicates if the customer subscribes to Internet service with the company: No, DSL, Fiber Optic, Cable.
Online Security	Indicates if the customer subscribes to an additional online security service provided by the company: Yes, No
Online Backup	Indicates if the customer subscribes to an additional online backup service provided by the company: Yes, No
Device Protection Plan	Indicates if the customer subscribes to an additional device protection plan: Yes, No
Premium Tech Support	Indicates if the customer subscribes to an additional technical support plan: Yes, No
Streaming TV	Indicates if the customer uses their Internet service to stream television programming: Yes, No
Streaming Movies	Indicates if the customer uses their Internet service to stream movies: Yes, No
Streaming Music	Indicates if the customer uses their Internet service to stream music: Yes, No

Payment_Info.csv

Column Name	Description
CustomerID	A unique ID that identifies each customer.
Contract	Indicates the customer's current contract type: Month-to-Month, One Year, Two Year
Paperless Billing	Indicates if the customer has chosen paperless billing: Yes, No
Payment Method	Indicates how the customer pays their bill: Bank Withdrawal, Credit Card, Mailed Check
Monthly Charge	Indicates the customer's current total monthly charge for all their

	services from the company
Total Charges	Indicates the customer's total charges calculated to date
Total Refunds	Indicates total refunds given to date
Total Extra Data Charges	Indicates total charges for extra data downloads above those specified in their plan
Total Long Distance Charges	Indicates total charges for long distance above those specified in their plan

Service_Options.csv

Column Name	Description
CustomerID	A unique ID that identifies each customer.
Tenure in Months	Indicates total months that the customer has been with the company by quarter end
Referred a Friend	Indicates if the customer has ever referred a friend or family member to this company: Yes, No
Number of Referrals	Indicates number of referrals made by this customer
Avg Monthly GB Download	Indicates average download volume in gigabytes calculated by quarter end
Offer	Identifies last marketing offer accepted by this customer (None, Offer A-E)
Phone Service	Indicates if home phone service is subscribed: Yes, No
Multiple Lines	Indicates if multiple telephone lines are subscribed: Yes, No

Status_Analysis.csv

Column Name	Description
CustomerID	A unique ID that identifies each customer.
Satisfaction Score	A customer's overall satisfaction rating from 1 (Very Unsatisfied) to 5 (Very Satisfied).
Customer Status	Status of the customer at quarter end: Churned, Stayed, or Joined
Churn Label	Yes = left company this quarter; No = remained with company
Churn Value	1 = left company this quarter; 0 = remained with company
Churn Score	Value from 0-100 indicating likelihood to churn based on predictive **IBM SPSS modeler**.

Original datasets are downloaded from:

https://community.ibm.com/accelerators/?
context=analytics&query=telco%20churn&type=Data&product=Cognos%20Analytics