This dataset is randomly collected from an Iranian telecom company's database over a period of 12 months.

**Dataset Characteristics**

Multivariate

**Subject Area**

Business

**Associated Tasks**

Classification, Regression

**Feature Type**

Integer

**# Instances**

3150

**# Features**

13

**Dataset Information**

**Additional Information**

This dataset is randomly collected from an Iranian telecom companyâ€™s database over a period of 12 months. A total of 3150 rows of data, each representing a customer, bear information for 13 columns. The attributes that are in this dataset are call failures, frequency of SMS, number of complaints, number of distinct calls, subscription length, age group, the charge amount, type of service, seconds of use, status, frequency of use, and Customer Value. All of the attributes except for attribute churn is the aggregated data of the first 9 months. The churn labels are the state of the customers at the end of 12 months. The three months is the designated planning gap.

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**Has Missing Values?**

No

**Variables Table**

| **Variable Name** | **Role** | **Type** | **Demographic** | **Description** | **Units** | **Missing Values** |
| --- | --- | --- | --- | --- | --- | --- |
| Call Failure | Feature | Integer |  |  |  | no |
| Complains | Feature | Binary |  |  |  | no |
| Subscription Length | Feature | Integer |  |  |  | no |
| Charge Amount | Feature | Integer |  |  |  | no |
| Seconds of Use | Feature | Integer |  |  |  | no |
| Frequency of use | Feature | Integer |  |  |  | no |
| Frequency of SMS | Feature | Integer |  |  |  | no |
| Distinct Called Numbers | Feature | Integer |  |  |  | no |
| Age Group | Feature | Integer | Age |  |  | no |
| Tariff Plan | Feature | Integer |  |  |  | no |
| Status | Feature | Binary |  |  |  | no |
| Age | Feature | Integer | Age |  |  | no |
| Customer Value | Feature | Continuous |  |  |  | no |
| Churn | Target | Binary |  |  |  | no |

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**Additional Variable Information**

Anonymous Customer ID Call Failures: number of call failures Complains: binary (0: No complaint, 1: complaint) Subscription Length: total months of subscription Charge Amount: Ordinal attribute (0: lowest amount, 9: highest amount) Seconds of Use: total seconds of calls Frequency of use: total number of calls Frequency of SMS: total number of text messages Distinct Called Numbers: total number of distinct phone calls Age Group: ordinal attribute (1: younger age, 5: older age) Tariff Plan: binary (1: Pay as you go, 2: contractual) Status: binary (1: active, 2: non-active) Churn: binary (1: churn, 0: non-churn) - Class label Customer Value: The calculated value of customer

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