

Cell2Cell: Churn Analysis

The Data

1. The historical data consist of 39,859 customers. The historical data contain 19,901 customers that churned (*i.e.* left the company) and 19,958 that did not churn (see the “churndep” variable).
3. Here are the data set’s 11 possible predictor variables for churning behavior:

<u>Position</u>	<u>Variable Name</u>	<u>Variable Description</u>
1	revenue	Mean monthly revenue in dollars
2	outcalls	Mean number of outbound voice calls
3	incalls	Mean number of inbound voice calls
4	months	Months in Service
5	eqpdays	Number of days the customer has had his/her current equipment
6	webcap	Handset is web capable
7	marryyes	Married (1=Yes; 0=No)
8	travel	Has traveled to non-US country (1=Yes; 0=No)
9	pcown	Owens a personal computer (1=Yes; 0=No)
10	credited	Possesses a credit card (1=Yes; 0=No)
11	retcalls	Number of calls previously made to retention team

The dependent variable, Churndep, = 1 if the customer churned, = 0 otherwise.