

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
83a80edd	2023-11-14 00:00:00	30.0	Female	1.0	644.0	26068.0	91945.0	Email Campaign	31.0	Credit Card	Yes	6.0
2db8ec09	2023-02-01 00:00:00	35.0	Female	0.0	39.0	40195.0	56152.0	Direct Traffic	11.0	UPI	No	0.0
01dcfd31	2024-05-17 00:00:00	34.0	Male	1.0	216.0	30599.0	97491.0	Direct Traffic	12.0	UPI	Yes	9.0
3afd668c	2024-06-15 00:00:00	28.0	Male	0.0	565.0	22281.0	17363.0	Facebook Ads	22.0	UPI	Yes	6.0
deb08dd5	2023-10-04 00:00:00	27.0	Female	1.0	655.0	3565.0	60004.0	Facebook Ads	7.0	UPI	No	0.0
c7aff241	2024-07-08 00:00:00	32.0	Male	0.0	545.0	17559.0	49581.0	Partner Website	2.0	UPI	No	0.0
821d71e8	2024-10-04 00:00:00	28.0	Female	0.0	103.0	28474.0	70837.0	Partner Website	44.0	Bank Transfer	No	0.0
47dc07b1	2023-11-18 00:00:00	32.0	Male	1.0	366.0	1985.0	88739.0	Facebook Ads	26.0	Bank Transfer	No	0.0
b5ba1e7d	2024-03-01 00:00:00	28.0	Female	1.0	597.0	20543.0	25016.0	Instagram Ads	12.0	Bank Transfer	No	8.0
e41efd10	2024-04-21 00:00:00	26.0	Male	0.0	488.0	13461.0	86015.0	Instagram Ads	40.0	Bank Transfer	Yes	1.0
b47b5acb	2023-06-20 00:00:00	27.0	Male	0.0	669.0	25382.0	1306.0	Instagram Ads	13.0	Bank Transfer	No	0.0
129eedb8	2024-08-02 00:00:00	35.0	Male	0.0	317.0	3517.0	40426.0	Word of Mouth	16.0	UPI	No	7.0
c99e3f00	2023-03-08 00:00:00	35.0	Male	0.0	255.0	21225.0	7336.0	Word of Mouth	49.0	UPI	No	5.0
c4b6e280	2023-04-05 00:00:00	27.0	Female	0.0	93.0	25262.0	76166.0	Email Campaign	38.0	Credit Card	Yes	9.0
66607260	2024-01-13 00:00:00	29.0	Male	0.0	527.0	28520.0	50817.0	Instagram Ads	26.0	Bank Transfer	No	0.0
47ebb3a7	2023-03-28 00:00:00	29.0	Male	0.0	286.0	31627.0	46704.0	Google Ads	32.0	Bank Transfer	No	0.0
1164d5fc	2023-01-27 00:00:00	35.0	Female	0.0	268.0	10052.0	80991.0	Word of Mouth	21.0	Bank Transfer	No	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
73071f0c	2023-11-30 10:00:00	32.0	Male	0.0	67.0	41800.0	71258.0	Direct Traffic	18.0	Bank Transfer	No	2.0
70fcc108	2024-01-02 10:00:00	28.0	Male	0.0	439.0	5246.0	96812.0	Google Ads	13.0	Credit Card	No	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
e38bf3c5	2023-10-10 00:00:00	32.0	Female	0.0	462.0	23877.0	5030.0	Email Campaign	25.0	Credit Card	Yes	0.0
897ff9a8	2024-06-20 00:00:00	26.0	Male	1.0	98.0	40904.0	84778.0	Direct Traffic	38.0	UPI	No	0.0
5313b32a	2023-11-08 00:00:00	27.0	Female	1.0	519.0	14798.0	22446.0	Email Campaign	49.0	UPI	Yes	8.0
19d965aa	2023-05-04 00:00:00	30.0	Male	1.0	672.0	33170.0	77579.0	Facebook Ads	34.0	UPI	No	1.0
862dbeaa	2023-12-27 00:00:00	30.0	Female	1.0	31.0	44452.0	19932.0	Partner Website	14.0	UPI	No	0.0
a729d232	2023-03-11 00:00:00	31.0	Female	0.0	584.0	10815.0	34717.0	Direct Traffic	25.0	UPI	No	7.0
9455e56b	2023-05-13 00:00:00	35.0	Male	1.0	86.0	48468.0	55596.0	Instagram Ads	25.0	Bank Transfer	Yes	6.0
a701534a	2024-06-03 00:00:00	29.0	Male	0.0	207.0	9607.0	56200.0	Google Ads	5.0	UPI	No	4.0
8e0ee7a7	2023-10-01 00:00:00	28.0	Female	0.0	411.0	7944.0	37533.0	Word of Mouth	10.0	Credit Card	No	2.0
fb292b6e	2024-07-08 00:00:00	32.0	Female	1.0	505.0	44545.0	57234.0	Partner Website	14.0	Credit Card	No	0.0
b8f5f975	2024-06-03 00:00:00	28.0	Male	1.0	602.0	11037.0	68594.0	Google Ads	36.0	UPI	Yes	0.0
3c1a9b8a	2024-05-18 00:00:00	31.0	Female	0.0	243.0	4088.0	32115.0	Word of Mouth	21.0	UPI	No	0.0
18e32523	2024-03-15 00:00:00	29.0	Female	1.0	61.0	10684.0	38570.0	Direct Traffic	43.0	UPI	Yes	0.0
faa10629	2024-04-30 00:00:00	27.0	Female	0.0	360.0	46545.0	49621.0	Referral Program	21.0	UPI	Yes	2.0
32166485	2024-03-09 00:00:00	27.0	Female	1.0	146.0	39393.0	60940.0	Direct Traffic	48.0	Bank Transfer	No	8.0
a4b51006	2023-09-11 00:00:00	26.0	Male	0.0	110.0	16454.0	7574.0	Partner Website	8.0	UPI	Yes	8.0
9961adbb	2023-01-13 00:00:00	28.0	Male	0.0	599.0	5156.0	16909.0	Referral Program	24.0	Credit Card	No	9.0

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1a1917b6	2024-01-16 10:00:00	31.0	Male	1.0	478.0	27925.0	29133.0	Google Ads	33.0	Bank Transfer	No	7.0
16a7ec29	2023-06-23 10:00:00	32.0	Male	0.0	195.0	17606.0	65265.0	Facebook Ads	31.0	Bank Transfer	Yes	0.0
c696baee	2023-06-21 10:00:00	33.0	Male	1.0	626.0	9974.0	57782.0	Direct Traffic	18.0	Credit Card	No	8.0

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e964a5ce	2024-05-10 00:00:00	34.0	Female	1.0	31.0	49982.0	57964.0	Direct Traffic	41.0	UPI	Yes	0.0
e8999f0a	2023-11-02 00:00:00	31.0	Male	1.0	101.0	7732.0	76257.0	Referral Program	20.0	Bank Transfer	No	8.0
c41df047	2022-11-19 00:00:00	26.0	Female	1.0	366.0	47370.0	71022.0	Word of Mouth	24.0	UPI	Yes	1.0
80a288ca	2023-08-03 00:00:00	34.0	Male	1.0	304.0	9932.0	1567.0	Email Campaign	28.0	Credit Card	No	6.0
566193bd	2023-07-05 00:00:00	34.0	Male	0.0	36.0	819.0	62032.0	Partner Website	26.0	UPI	No	6.0
28f83058	2023-11-15 00:00:00	32.0	Male	1.0	628.0	21084.0	86239.0	Email Campaign	27.0	Bank Transfer	No	6.0
7478da71	2023-05-27 00:00:00	30.0	Female	0.0	232.0	829.0	70445.0	Email Campaign	39.0	UPI	No	7.0
c79b9d3c	2023-05-16 00:00:00	29.0	Female	1.0	572.0	9351.0	74551.0	Direct Traffic	38.0	Credit Card	No	5.0
0170f2fd	2024-02-23 00:00:00	30.0	Female	0.0	420.0	6203.0	96864.0	Email Campaign	38.0	UPI	No	4.0
ac43aa34	2023-07-14 00:00:00	30.0	Female	0.0	76.0	28176.0	5131.0	Email Campaign	4.0	Credit Card	No	0.0
092bd144	2024-02-14 00:00:00	35.0	Male	1.0	648.0	22575.0	20171.0	Google Ads	14.0	UPI	Yes	6.0
59f0c4d8	2024-01-20 00:00:00	35.0	Male	0.0	591.0	16979.0	87129.0	Facebook Ads	11.0	UPI	Yes	0.0
036b0444	2023-10-13 00:00:00	32.0	Female	1.0	636.0	9680.0	56692.0	Direct Traffic	29.0	Credit Card	Yes	0.0
4f9b3bbd	2024-06-06 00:00:00	34.0	Female	0.0	245.0	24528.0	22326.0	Email Campaign	26.0	Bank Transfer	No	1.0
0cb8384a	2024-01-21 00:00:00	27.0	Male	1.0	535.0	40659.0	98557.0	Facebook Ads	22.0	UPI	Yes	7.0
12ef093d	2023-04-07 00:00:00	35.0	Female	0.0	57.0	44632.0	1528.0	Email Campaign	18.0	UPI	No	0.0
3de9a2d0	2023-06-05 00:00:00	31.0	Male	0.0	289.0	25173.0	36109.0	Direct Traffic	39.0	Credit Card	No	4.0

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830a496b	2023-04-04 10:00:00	28.0	Male	1.0	215.0	31263.0	22946.0	Instagram Ads	41.0	Credit Card	No	0.0
8154daa3	2024-01-07 10:00:00	28.0	Female	0.0	600.0	18605.0	75266.0	Direct Traffic	9.0	UPI	Yes	0.0
24cce51d	2024-06-11 10:00:00	34.0	Female	1.0	96.0	32469.0	9463.0	Facebook Ads	37.0	Credit Card	No	0.0

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44691f11	2024-04-18 10:00:00	35.0	Male	1.0	311.0	25285.0	83104.0	Direct Traffic	19.0	Credit Card	No	0.0
40b168c2	2024-05-13 10:00:00	35.0	Male	0.0	296.0	18218.0	4188.0	Email Campaign	29.0	UPI	No	7.0
3c44abab	2022-10-13 10:00:00	33.0	Male	1.0	715.0	32774.0	11204.0	Direct Traffic	42.0	Credit Card	No	0.0
bbff7247	2024-04-14 10:00:00	29.0	Male	1.0	173.0	31366.0	23658.0	Referral Program	26.0	Credit Card	Yes	0.0
9f59bd96	2024-05-11 10:00:00	28.0	Female	0.0	336.0	5502.0	51304.0	Google Ads	16.0	Credit Card	Yes	0.0
f22d40d2	2023-11-05 10:00:00	35.0	Male	0.0	446.0	1410.0	58548.0	Facebook Ads	3.0	UPI	No	1.0
bf790f8f	2023-09-30 10:00:00	28.0	Male	0.0	354.0	34217.0	40986.0	Partner Website	15.0	Bank Transfer	Yes	0.0
47456ea5	2023-05-26 10:00:00	28.0	Female	1.0	593.0	5146.0	29214.0	Google Ads	49.0	Credit Card	No	0.0
f01bc026	2023-05-07 10:00:00	30.0	Male	1.0	679.0	40213.0	39745.0	Email Campaign	4.0	Bank Transfer	Yes	8.0
404fdea0	2024-09-07 10:00:00	35.0	Male	1.0	593.0	18063.0	32481.0	Referral Program	46.0	Bank Transfer	Yes	0.0
c6336d12	2023-03-27 10:00:00	30.0	Female	0.0	602.0	39165.0	29114.0	Google Ads	1.0	Credit Card	Yes	0.0
076c4612	2024-05-12 10:00:00	35.0	Male	0.0	692.0	33375.0	36725.0	Email Campaign	6.0	Bank Transfer	No	5.0
51ff9760	2023-02-26 10:00:00	31.0	Female	0.0	637.0	2126.0	7047.0	Referral Program	45.0	Bank Transfer	Yes	8.0
a12b7c14	2023-10-13 10:00:00	35.0	Male	1.0	511.0	9965.0	28690.0	Instagram Ads	30.0	Credit Card	No	0.0
fa006ed4	2024-08-17 10:00:00	31.0	Male	0.0	595.0	21853.0	8377.0	Word of Mouth	3.0	Bank Transfer	Yes	0.0
91d635f5	2024-06-18 10:00:00	33.0	Male	0.0	503.0	46523.0	27467.0	Referral Program	27.0	UPI	No	0.0
f0abfc6e	2024-04-21 10:00:00	33.0	Female	1.0	678.0	34086.0	68764.0	Facebook Ads	11.0	UPI	No	0.0

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c3dc1b87	2024-07-31 10:00:00	31.0	Male	0.0	416.0	49291.0	40159.0	Direct Traffic	1.0	Credit Card	No	9.0
4d6e9545	2023-12-07 10:00:00	35.0	Male	1.0	446.0	9532.0	50854.0	Google Ads	39.0	Credit Card	Yes	0.0
9463f686	2024-07-07 10:00:00	32.0	Male	1.0	541.0	41231.0	94616.0	Partner Website	27.0	UPI	Yes	0.0

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fafe1893	2024-07-08 00:00:00	34.0	Male	0.0	196.0	27166.0	18533.0	Facebook Ads	34.0	UPI	Yes	0.0
d5e13385	2024-06-10 00:00:00	34.0	Female	1.0	101.0	23329.0	47947.0	Direct Traffic	31.0	Credit Card	No	0.0
8e13e9ac	2022-11-12 00:00:00	27.0	Male	1.0	49.0	26214.0	99613.0	Referral Program	31.0	UPI	Yes	0.0
c6468615	2024-08-08 00:00:00	26.0	Female	0.0	469.0	11023.0	22292.0	Word of Mouth	2.0	UPI	Yes	9.0
36a368e3	2024-05-01 00:00:00	28.0	Male	1.0	522.0	46999.0	48046.0	Partner Website	38.0	UPI	No	1.0
0a5f0f5f	2024-02-21 00:00:00	32.0	Male	0.0	662.0	45145.0	15817.0	Facebook Ads	34.0	UPI	No	2.0
9f6bddd7	2024-08-07 00:00:00	35.0	Male	1.0	440.0	25707.0	92006.0	Instagram Ads	8.0	Bank Transfer	No	3.0
3580cdfa	2023-10-21 00:00:00	34.0	Male	0.0	202.0	35724.0	10759.0	Email Campaign	36.0	UPI	Yes	0.0
27683164	2024-02-04 00:00:00	32.0	Female	0.0	60.0	13970.0	5820.0	Facebook Ads	48.0	UPI	Yes	0.0
3d2fb8bb	2023-10-10 00:00:00	29.0	Female	1.0	729.0	36386.0	66077.0	Direct Traffic	9.0	UPI	Yes	0.0
a5c87715	2024-07-20 00:00:00	26.0	Male	1.0	371.0	24264.0	32440.0	Partner Website	2.0	Bank Transfer	No	4.0
80dc5a14	2023-04-27 00:00:00	32.0	Female	0.0	48.0	33833.0	97172.0	Partner Website	45.0	Bank Transfer	No	0.0
60952681	2024-03-08 00:00:00	29.0	Female	0.0	657.0	16201.0	3389.0	Referral Program	37.0	Credit Card	Yes	3.0
e9f6c0c4	2023-04-30 00:00:00	33.0	Male	0.0	39.0	40938.0	90461.0	Partner Website	17.0	UPI	No	4.0
98863b30	2023-07-09 00:00:00	34.0	Male	1.0	349.0	42744.0	51029.0	Instagram Ads	47.0	Bank Transfer	No	0.0
3196400b	2023-11-05 00:00:00	34.0	Male	0.0	88.0	8114.0	77054.0	Direct Traffic	37.0	Bank Transfer	No	6.0
a9f6f359	2023-08-03 00:00:00	30.0	Female	1.0	38.0	30214.0	29173.0	Referral Program	30.0	Credit Card	No	4.0

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b10cf1a8	2023-02-11 10:00:00	27.0	Male	0.0	152.0	20946.0	63583.0	Direct Traffic	42.0	Bank Transfer	No	6.0
45f9fd1d	2024-05-09 10:00:00	32.0	Female	1.0	62.0	19240.0	29924.0	Facebook Ads	9.0	Credit Card	Yes	4.0
b097c830	2024-04-19 10:00:00	30.0	Female	1.0	472.0	27283.0	11528.0	Google Ads	34.0	Credit Card	No	2.0

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640d0f33	2024-06-14 10:00:00	30.0	Male	1.0	621.0	34029.0	29190.0	Referral Program	43.0	Bank Transfer	Yes	0.0
f6cb3b17	2023-04-25 10:00:00	33.0	Female	1.0	368.0	9971.0	62161.0	Facebook Ads	14.0	Credit Card	Yes	2.0
e5fa8aa6	2023-05-08 10:00:00	30.0	Female	1.0	124.0	21601.0	82196.0	Referral Program	28.0	Bank Transfer	Yes	3.0
33806d78	2024-09-17 10:00:00	33.0	Male	1.0	67.0	35228.0	68143.0	Google Ads	35.0	UPI	No	7.0
1c45baa3	2024-06-15 10:00:00	26.0	Male	1.0	570.0	16031.0	35129.0	Word of Mouth	15.0	UPI	No	0.0
e50559d8	2023-04-13 10:00:00	34.0	Male	1.0	243.0	2403.0	68309.0	Email Campaign	5.0	Bank Transfer	No	4.0
b5cfbbf8	2023-11-14 10:00:00	34.0	Male	1.0	58.0	2877.0	6079.0	Partner Website	41.0	Credit Card	No	8.0
764df085	2023-11-20 10:00:00	34.0	Female	0.0	68.0	34115.0	26838.0	Direct Traffic	36.0	Credit Card	Yes	5.0
328735d9	2024-03-07 10:00:00	32.0	Female	0.0	46.0	23225.0	86211.0	Instagram Ads	1.0	UPI	No	9.0
f22914b6	2024-05-20 10:00:00	27.0	Male	0.0	255.0	48499.0	43749.0	Referral Program	1.0	UPI	Yes	8.0
800ad578	2024-07-22 10:00:00	30.0	Female	1.0	590.0	32661.0	90521.0	Word of Mouth	15.0	UPI	Yes	0.0
63ad2a14	2024-07-29 10:00:00	31.0	Female	0.0	287.0	17008.0	17997.0	Instagram Ads	24.0	Credit Card	No	8.0
4ea6126a	2023-01-18 10:00:00	28.0	Female	0.0	152.0	2419.0	27398.0	Google Ads	46.0	Credit Card	Yes	0.0
1456b894	2024-06-21 10:00:00	32.0	Male	0.0	88.0	33798.0	21561.0	Email Campaign	14.0	Bank Transfer	Yes	6.0
7fa8d6d7	2024-01-02 10:00:00	27.0	Female	0.0	494.0	41117.0	17254.0	Partner Website	2.0	UPI	Yes	0.0
676b8431	2023-10-01 10:00:00	27.0	Male	0.0	154.0	44563.0	78395.0	Email Campaign	9.0	Credit Card	Yes	0.0
9cbc370b	2023-12-12 10:00:00	31.0	Female	1.0	610.0	9728.0	51621.0	Facebook Ads	23.0	UPI	No	8.0

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2b99889a	2023-08-26 10:00:00	29.0	Male	1.0	110.0	12420.0	71412.0	Google Ads	48.0	Credit Card	Yes	4.0
f3a25615	2023-11-08 10:00:00	32.0	Male	1.0	571.0	7932.0	51603.0	Direct Traffic	9.0	Credit Card	No	9.0
b9deea37	2023-09-02 10:00:00	28.0	Male	0.0	237.0	34410.0	15325.0	Direct Traffic	17.0	UPI	Yes	3.0

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84a4d1fb	2023-11-27 00:00:00	28.0	Female	0.0	362.0	18513.0	69811.0	Partner Website	7.0	Bank Transfer	No	0.0
22e20730	2023-05-14 00:00:00	30.0	Male	0.0	317.0	40173.0	46211.0	Partner Website	19.0	Bank Transfer	Yes	7.0
bd2e2988	2023-02-04 00:00:00	27.0	Male	1.0	449.0	31166.0	22683.0	Facebook Ads	6.0	Credit Card	Yes	7.0
2468047b	2023-07-22 00:00:00	29.0	Male	1.0	551.0	48200.0	57354.0	Direct Traffic	41.0	Credit Card	Yes	8.0
981386f7	2023-12-26 00:00:00	33.0	Male	1.0	106.0	7498.0	10982.0	Email Campaign	49.0	Bank Transfer	Yes	0.0
0bde9f50	2023-09-18 00:00:00	34.0	Male	1.0	261.0	28397.0	49582.0	Google Ads	45.0	UPI	Yes	1.0
084545a0	2024-04-04 00:00:00	33.0	Male	1.0	571.0	9406.0	61635.0	Facebook Ads	24.0	Credit Card	No	7.0
796ad980	2024-03-23 00:00:00	33.0	Male	0.0	360.0	43746.0	2214.0	Facebook Ads	2.0	UPI	No	0.0
5a62f6ee	2022-10-12 00:00:00	34.0	Female	0.0	321.0	16706.0	26538.0	Word of Mouth	28.0	Credit Card	No	0.0
ca19ba81	2024-04-03 00:00:00	30.0	Female	0.0	119.0	41835.0	61481.0	Email Campaign	26.0	UPI	Yes	8.0
7da1c734	2023-11-12 00:00:00	33.0	Male	1.0	113.0	16119.0	73105.0	Email Campaign	1.0	UPI	Yes	4.0
e9887845	2023-02-27 00:00:00	31.0	Female	1.0	106.0	38187.0	51643.0	Word of Mouth	17.0	UPI	No	9.0
0dcd9d30	2023-11-27 00:00:00	27.0	Male	0.0	595.0	15508.0	23106.0	Word of Mouth	47.0	UPI	No	8.0
d4c2f868	2024-08-01 00:00:00	26.0	Female	0.0	532.0	16759.0	91791.0	Google Ads	14.0	Credit Card	Yes	7.0
7c5a2f14	2022-11-27 00:00:00	31.0	Female	0.0	308.0	41537.0	35314.0	Direct Traffic	36.0	Bank Transfer	No	0.0
70eaf512	2023-03-14 00:00:00	33.0	Female	0.0	247.0	9244.0	82397.0	Email Campaign	15.0	Bank Transfer	Yes	0.0
a32db048	2024-01-28 00:00:00	29.0	Male	1.0	394.0	46553.0	80509.0	Instagram Ads	32.0	Credit Card	No	6.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
fec8d39c	2023-08-01 10:00:00	31.0	Male	0.0	48.0	26357.0	83862.0	Direct Traffic	1.0	UPI	Yes	0.0
50d96cd8	2024-05-27 10:00:00	26.0	Male	1.0	581.0	28787.0	37303.0	Word of Mouth	24.0	UPI	Yes	1.0
4d7604db	2023-05-17 10:00:00	34.0	Female	1.0	464.0	28294.0	10745.0	Partner Website	33.0	Bank Transfer	No	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
806779a2	2023-03-20 00:00:00	28.0	Male	0.0	217.0	8419.0	92707.0	Partner Website	7.0	Credit Card	No	1.0
61adcfb9	2023-04-02 00:00:00	32.0	Male	1.0	636.0	42755.0	82447.0	Google Ads	23.0	UPI	Yes	1.0
11792071	2024-05-15 00:00:00	26.0	Female	1.0	498.0	6124.0	55380.0	Direct Traffic	43.0	UPI	Yes	7.0
1983cf33	2023-06-07 00:00:00	35.0	Male	0.0	631.0	34206.0	87089.0	Direct Traffic	25.0	Bank Transfer	Yes	7.0
87988cb4	2023-07-22 00:00:00	26.0	Female	0.0	569.0	13441.0	39255.0	Email Campaign	11.0	Bank Transfer	No	6.0
0b774cd1	2024-01-06 00:00:00	33.0	Female	0.0	101.0	2169.0	30520.0	Facebook Ads	17.0	UPI	Yes	0.0
6a515540	2024-02-23 00:00:00	27.0	Female	0.0	463.0	39705.0	28453.0	Partner Website	8.0	Bank Transfer	Yes	0.0
f38ff671	2023-05-08 00:00:00	35.0	Female	1.0	278.0	8404.0	40107.0	Referral Program	39.0	UPI	No	0.0
6d249913	2023-04-25 00:00:00	29.0	Female	1.0	446.0	3593.0	53284.0	Referral Program	10.0	Credit Card	No	0.0
4471d276	2024-01-25 00:00:00	29.0	Male	1.0	374.0	28672.0	93035.0	Email Campaign	17.0	Credit Card	Yes	0.0
02b4ab34	2023-02-27 00:00:00	29.0	Female	1.0	99.0	39495.0	67169.0	Direct Traffic	46.0	Bank Transfer	No	5.0
057e1e41	2023-01-24 00:00:00	28.0	Female	1.0	332.0	8194.0	71423.0	Email Campaign	26.0	UPI	No	5.0
b1c4e744	2023-08-11 00:00:00	35.0	Male	0.0	116.0	5330.0	45411.0	Partner Website	2.0	Credit Card	Yes	0.0
b10e6f55	2024-06-02 00:00:00	26.0	Female	1.0	612.0	20633.0	79610.0	Google Ads	6.0	Credit Card	No	0.0
5ccb6fe1	2023-04-03 00:00:00	34.0	Female	1.0	715.0	6108.0	51126.0	Google Ads	3.0	Bank Transfer	Yes	2.0
227e7bbb	2024-01-21 00:00:00	27.0	Female	1.0	692.0	46167.0	21545.0	Direct Traffic	9.0	UPI	No	9.0
adcc6a6e	2023-11-02 00:00:00	34.0	Male	1.0	426.0	38799.0	58801.0	Google Ads	22.0	Credit Card	Yes	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
df2e0b48	2024-05-11 10:00:00	33.0	Female	0.0	62.0	18493.0	31121.0	Referral Program	21.0	Bank Transfer	Yes	0.0
873d66ac	2023-04-07 10:00:00	35.0	Female	0.0	289.0	29182.0	12218.0	Partner Website	10.0	UPI	Yes	3.0
f6b73cf7	2023-07-21 10:00:00	27.0	Male	1.0	204.0	30704.0	18601.0	Direct Traffic	5.0	Credit Card	Yes	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
c168623a	2023-07-15 10:00:00	30.0	Female	0.0	377.0	2866.0	21514.0	Direct Traffic	26.0	UPI	No	0.0
77f8a183	2023-06-12 10:00:00	34.0	Male	1.0	184.0	7264.0	91886.0	Email Campaign	48.0	Bank Transfer	No	0.0
bbf0ee05	2023-12-01 10:00:00	31.0	Female	0.0	254.0	32423.0	29000.0	Partner Website	47.0	Credit Card	No	0.0
9b3c89ad	2024-08-04 10:00:00	27.0	Female	1.0	612.0	39001.0	18443.0	Referral Program	25.0	UPI	Yes	1.0
682f9f89	2024-06-02 10:00:00	28.0	Male	1.0	346.0	18361.0	23733.0	Google Ads	11.0	Credit Card	Yes	0.0
83e70ddc	2023-04-23 10:00:00	32.0	Male	0.0	347.0	2201.0	80251.0	Instagram Ads	25.0	UPI	No	6.0
eeb08dc7	2024-01-02 10:00:00	27.0	Female	1.0	652.0	1447.0	29152.0	Direct Traffic	38.0	Credit Card	Yes	0.0
00aceefd	2023-05-14 10:00:00	35.0	Male	1.0	420.0	30972.0	38890.0	Instagram Ads	3.0	UPI	Yes	8.0
7d77a8d2	2024-02-10 10:00:00	34.0	Female	1.0	198.0	6151.0	62401.0	Word of Mouth	46.0	Bank Transfer	No	1.0
73b94320	2024-05-02 10:00:00	27.0	Male	0.0	89.0	19177.0	21654.0	Referral Program	47.0	Credit Card	Yes	5.0
30285f86	2024-06-02 10:00:00	28.0	Female	0.0	264.0	1408.0	43903.0	Facebook Ads	6.0	UPI	Yes	6.0
3b9097bf	2024-01-23 10:00:00	29.0	Male	0.0	726.0	46605.0	17878.0	Referral Program	16.0	Bank Transfer	No	0.0
5e824a12	2024-05-18 10:00:00	28.0	Female	0.0	175.0	43771.0	95835.0	Google Ads	47.0	Bank Transfer	Yes	4.0
942a623c	2024-05-14 10:00:00	30.0	Male	1.0	655.0	27998.0	8253.0	Instagram Ads	14.0	UPI	No	8.0
61d2f955	2024-02-12 10:00:00	32.0	Female	0.0	70.0	8772.0	49365.0	Direct Traffic	29.0	Bank Transfer	No	4.0
6d95ca43	2024-01-11 10:00:00	33.0	Male	0.0	397.0	2434.0	39485.0	Facebook Ads	15.0	UPI	No	4.0
9fb2db51	2023-12-20 10:00:00	35.0	Male	1.0	55.0	48987.0	52897.0	Email Campaign	12.0	Credit Card	No	8.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
2785a22c	2024-06-22 10:00:00	30.0	Female	0.0	424.0	29658.0	6004.0	Email Campaign	25.0	Bank Transfer	Yes	9.0
9957b8c1	2023-01-10 10:00:00	32.0	Female	1.0	121.0	47081.0	22509.0	Referral Program	28.0	UPI	Yes	0.0
83a84556	2023-10-08 10:00:00	27.0	Male	0.0	531.0	3566.0	66930.0	Instagram Ads	32.0	Bank Transfer	No	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
6594c893	2024-07-20 00:00:00	31.0	Female	0.0	130.0	2960.0	99633.0	Email Campaign	17.0	Credit Card	No	5.0
0989b46a	2023-10-11 00:00:00	32.0	Female	1.0	192.0	47298.0	68384.0	Google Ads	44.0	Bank Transfer	Yes	2.0
0340abec	2023-03-24 00:00:00	31.0	Female	0.0	336.0	26476.0	73847.0	Word of Mouth	6.0	UPI	No	7.0
d6efe9f3	2024-02-19 00:00:00	33.0	Male	0.0	84.0	12704.0	81739.0	Instagram Ads	4.0	Credit Card	Yes	4.0
8efc4d61	2024-06-03 00:00:00	32.0	Male	0.0	629.0	12152.0	83667.0	Facebook Ads	35.0	UPI	Yes	9.0
855a8e54	2022-11-30 00:00:00	34.0	Male	1.0	67.0	21619.0	62768.0	Facebook Ads	4.0	Credit Card	No	0.0
975eecbe	2024-08-31 00:00:00	29.0	Male	1.0	125.0	25698.0	78123.0	Referral Program	30.0	UPI	Yes	2.0
1718aa18	2023-05-16 00:00:00	34.0	Male	0.0	264.0	28398.0	17600.0	Email Campaign	33.0	Bank Transfer	Yes	0.0
5d67b3d4	2024-03-19 00:00:00	35.0	Female	0.0	380.0	21099.0	22801.0	Direct Traffic	18.0	Credit Card	No	2.0
e2f86061	2023-09-22 00:00:00	27.0	Male	0.0	696.0	2499.0	41134.0	Facebook Ads	42.0	Bank Transfer	Yes	8.0
086464a2	2023-06-20 00:00:00	29.0	Female	1.0	171.0	35896.0	22730.0	Facebook Ads	5.0	UPI	Yes	0.0
9465f074	2022-11-16 00:00:00	30.0	Female	0.0	650.0	31653.0	56746.0	Instagram Ads	23.0	UPI	No	2.0
ec1172f9	2024-08-08 00:00:00	35.0	Male	0.0	620.0	5712.0	43853.0	Partner Website	40.0	UPI	No	6.0
0e1a6ece	2023-07-03 00:00:00	31.0	Male	1.0	468.0	23642.0	37818.0	Instagram Ads	11.0	Bank Transfer	No	3.0
cac68900	2023-05-08 00:00:00	28.0	Female	0.0	156.0	35636.0	22309.0	Word of Mouth	13.0	UPI	No	0.0
a511c6c4	2024-07-11 00:00:00	29.0	Male	0.0	474.0	39473.0	69879.0	Google Ads	25.0	UPI	No	8.0
2714813f	2023-07-31 00:00:00	29.0	Male	1.0	180.0	22651.0	90012.0	Partner Website	44.0	Bank Transfer	Yes	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
dd9c451a	2024-06-30 10:00:00	34.0	Female	0.0	269.0	4191.0	10416.0	Partner Website	18.0	UPI	Yes	2.0
a806e392	2023-10-21 10:00:00	33.0	Male	0.0	432.0	30029.0	17738.0	Instagram Ads	44.0	UPI	Yes	0.0
e466b3bf	2024-07-05 10:00:00	35.0	Male	1.0	492.0	10415.0	36447.0	Facebook Ads	35.0	Bank Transfer	Yes	5.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
582f6218	2023-01-08 00:00:00	32.0	Female	0.0	672.0	11047.0	27014.0	Direct Traffic	33.0	Bank Transfer	No	0.0
a76a3012	2023-05-13 00:00:00	28.0	Female	1.0	452.0	15919.0	44923.0	Facebook Ads	7.0	Credit Card	Yes	0.0
cac8ceda	2024-04-19 00:00:00	27.0	Female	1.0	84.0	5176.0	16779.0	Partner Website	28.0	Credit Card	No	2.0
8b2027a0	2023-09-20 00:00:00	31.0	Female	1.0	539.0	20925.0	72028.0	Word of Mouth	48.0	Bank Transfer	No	0.0
6ff44570	2024-02-25 00:00:00	27.0	Female	1.0	439.0	25974.0	10984.0	Partner Website	32.0	UPI	Yes	0.0
883df345	2023-11-20 00:00:00	28.0	Male	1.0	240.0	41435.0	98552.0	Partner Website	45.0	Credit Card	No	6.0
4d77e18e	2023-09-22 00:00:00	32.0	Male	1.0	174.0	24522.0	9767.0	Partner Website	31.0	UPI	Yes	0.0
fa7a90c5	2024-05-16 00:00:00	29.0	Female	0.0	230.0	41261.0	23852.0	Email Campaign	31.0	Bank Transfer	Yes	8.0
7df1811b	2024-07-01 00:00:00	29.0	Male	1.0	576.0	31284.0	78487.0	Partner Website	34.0	Bank Transfer	Yes	0.0
f0f53086	2023-09-03 00:00:00	29.0	Female	0.0	282.0	23240.0	92575.0	Email Campaign	9.0	UPI	No	0.0
45f59840	2024-07-12 00:00:00	26.0	Male	0.0	39.0	47576.0	84820.0	Word of Mouth	18.0	UPI	Yes	1.0
5689a40a	2023-08-01 00:00:00	30.0	Male	0.0	271.0	1171.0	43417.0	Google Ads	12.0	Bank Transfer	Yes	0.0
f80efd0b	2024-09-13 00:00:00	33.0	Male	1.0	718.0	37987.0	78362.0	Direct Traffic	20.0	Credit Card	No	2.0
b508e0c1	2023-02-24 00:00:00	32.0	Male	1.0	490.0	28911.0	27417.0	Partner Website	26.0	Credit Card	Yes	5.0
c90aa67d	2023-12-02 00:00:00	28.0	Female	1.0	639.0	33861.0	19693.0	Facebook Ads	27.0	Bank Transfer	No	7.0
49dc9bb3	2023-11-08 00:00:00	30.0	Female	0.0	414.0	28880.0	85092.0	Email Campaign	16.0	UPI	No	0.0
39432f56	2024-06-12 00:00:00	35.0	Female	0.0	52.0	33284.0	28734.0	Google Ads	7.0	Credit Card	No	8.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
ed44eb25	2024-07-13 10:00:00	29.0	Male	0.0	487.0	25500.0	67321.0	Referral Program	18.0	Bank Transfer	No	8.0
b43321a9	2023-11-23 10:00:00	32.0	Male	1.0	475.0	25864.0	72155.0	Partner Website	17.0	UPI	No	6.0
e07a690f	2023-11-05 10:00:00	28.0	Male	0.0	63.0	29102.0	43261.0	Partner Website	6.0	UPI	No	7.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
32a62025	2023-12-12 00:00:00	28.0	Female	0.0	124.0	23972.0	4236.0	Referral Program	13.0	UPI	Yes	0.0
2ad08570	2023-11-23 00:00:00	27.0	Male	0.0	83.0	27224.0	65386.0	Instagram Ads	38.0	Credit Card	No	0.0
b7270845	2023-11-05 00:00:00	33.0	Female	1.0	265.0	42491.0	10569.0	Facebook Ads	38.0	Bank Transfer	Yes	0.0
64021382	2024-03-29 00:00:00	26.0	Male	1.0	258.0	24534.0	63443.0	Google Ads	45.0	Bank Transfer	Yes	0.0
2080c503	2023-06-20 00:00:00	28.0	Male	0.0	464.0	18552.0	1138.0	Partner Website	22.0	Credit Card	Yes	3.0
2f5afc11	2023-11-24 00:00:00	33.0	Male	0.0	195.0	38598.0	65353.0	Email Campaign	3.0	Bank Transfer	No	5.0
e9279c09	2024-03-17 00:00:00	26.0	Male	1.0	135.0	30456.0	40420.0	Facebook Ads	29.0	Credit Card	No	0.0
7af0687d	2024-02-08 00:00:00	27.0	Male	1.0	167.0	5939.0	58169.0	Email Campaign	31.0	Credit Card	No	0.0
73e84d47	2023-11-03 00:00:00	33.0	Male	1.0	537.0	13779.0	85754.0	Instagram Ads	22.0	Bank Transfer	Yes	0.0
fda5f8f1	2023-11-01 00:00:00	33.0	Male	1.0	224.0	35464.0	77021.0	Word of Mouth	27.0	UPI	No	0.0
acef2208	2023-10-17 00:00:00	34.0	Female	0.0	495.0	4483.0	68496.0	Referral Program	37.0	UPI	Yes	0.0
5eb79f85	2023-12-16 00:00:00	33.0	Male	1.0	563.0	17405.0	49651.0	Google Ads	25.0	Credit Card	No	0.0
a689baa8	2023-12-26 00:00:00	27.0	Female	0.0	375.0	5083.0	57115.0	Partner Website	39.0	UPI	Yes	7.0
aa271a0a	2024-04-09 00:00:00	35.0	Male	0.0	107.0	40396.0	73702.0	Instagram Ads	29.0	Credit Card	Yes	0.0
3f4bb9a1	2023-02-01 00:00:00	33.0	Male	0.0	102.0	12389.0	79518.0	Direct Traffic	46.0	UPI	Yes	5.0
ad473c0d	2023-10-28 00:00:00	35.0	Male	0.0	76.0	12775.0	59954.0	Partner Website	18.0	Bank Transfer	Yes	0.0
f900ad71	2023-11-17 00:00:00	28.0	Male	1.0	136.0	33953.0	63154.0	Word of Mouth	48.0	UPI	No	3.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
4f2e4122	2024-03-02 10:00:00	32.0	Male	0.0	366.0	31341.0	37593.0	Instagram Ads	19.0	Bank Transfer	Yes	0.0
965d54e5	2023-11-27 10:00:00	30.0	Male	0.0	55.0	49258.0	37304.0	Word of Mouth	15.0	Bank Transfer	No	8.0
cbbf2c93	2023-10-03 10:00:00	27.0	Female	0.0	107.0	17530.0	99668.0	Direct Traffic	35.0	Bank Transfer	Yes	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
eceeeae6	2023-11-10 00:00:00	33.0	Male	0.0	341.0	23887.0	63320.0	Partner Website	12.0	Bank Transfer	Yes	0.0
a82822b3	2023-10-31 00:00:00	33.0	Female	0.0	537.0	45768.0	22826.0	Email Campaign	8.0	Credit Card	No	0.0
453caab1	2023-10-28 00:00:00	30.0	Female	1.0	303.0	25358.0	69026.0	Email Campaign	27.0	Bank Transfer	Yes	0.0
973b8e1d	2023-10-20 00:00:00	33.0	Female	1.0	535.0	49189.0	26518.0	Facebook Ads	12.0	Credit Card	No	9.0
1b53708b	2023-07-21 00:00:00	27.0	Female	1.0	44.0	45138.0	25045.0	Partner Website	1.0	Bank Transfer	No	9.0
de8eb361	2023-10-15 00:00:00	27.0	Male	0.0	155.0	1876.0	20337.0	Instagram Ads	32.0	UPI	Yes	0.0
fd76b37b	2024-08-20 00:00:00	35.0	Male	1.0	566.0	9206.0	23313.0	Instagram Ads	29.0	Bank Transfer	No	0.0
f8673ef2	2023-01-26 00:00:00	35.0	Male	0.0	174.0	9394.0	27943.0	Email Campaign	21.0	Credit Card	No	5.0
4983c0e8	2023-01-17 00:00:00	33.0	Female	0.0	609.0	30225.0	18611.0	Email Campaign	6.0	Credit Card	No	0.0
45a208b5	2023-11-04 00:00:00	26.0	Male	0.0	262.0	9996.0	82442.0	Instagram Ads	37.0	UPI	No	0.0
4849f1b4	2024-06-01 00:00:00	33.0	Female	1.0	140.0	23163.0	87072.0	Email Campaign	41.0	Bank Transfer	Yes	4.0
58af5d69	2023-08-20 00:00:00	31.0	Male	0.0	257.0	41821.0	57622.0	Google Ads	49.0	Bank Transfer	Yes	7.0
4c55d70d	2023-12-20 00:00:00	31.0	Female	0.0	721.0	3020.0	33792.0	Direct Traffic	17.0	Bank Transfer	No	5.0
f6050813	2023-06-22 00:00:00	33.0	Female	0.0	472.0	37235.0	43727.0	Instagram Ads	38.0	Bank Transfer	Yes	0.0
c3d56442	2024-08-28 00:00:00	34.0	Male	1.0	466.0	25998.0	42160.0	Email Campaign	37.0	Credit Card	No	0.0
d2e8c1ff	2023-12-20 00:00:00	32.0	Male	1.0	545.0	48201.0	53327.0	Partner Website	36.0	UPI	No	0.0
69309744	2023-06-08 00:00:00	34.0	Male	1.0	693.0	27332.0	49511.0	Partner Website	36.0	Credit Card	No	5.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
a713b8f7	2024-01-14 10:00:00	35.0	Male	1.0	258.0	15879.0	25322.0	Facebook Ads	40.0	Credit Card	Yes	4.0
f6d651cb	2023-04-11 10:00:00	28.0	Female	1.0	497.0	12587.0	88329.0	Word of Mouth	48.0	UPI	No	0.0
2f680ff4	2024-02-12 10:00:00	33.0	Male	0.0	104.0	24262.0	68628.0	Instagram Ads	40.0	Bank Transfer	No	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
c0b33bc3	2024-02-21 00:00:00	28.0	Male	0.0	533.0	42503.0	71721.0	Instagram Ads	16.0	UPI	No	0.0
4e700299	2023-02-02 00:00:00	35.0	Female	1.0	470.0	48139.0	72312.0	Referral Program	38.0	UPI	No	6.0
d493cbeb	2023-03-01 00:00:00	27.0	Male	0.0	464.0	2328.0	57699.0	Email Campaign	47.0	Bank Transfer	Yes	3.0
ec3b26f3	2023-12-28 00:00:00	30.0	Female	1.0	561.0	34348.0	71263.0	Word of Mouth	34.0	Credit Card	No	5.0
91f8c7d7	2023-06-07 00:00:00	27.0	Male	0.0	349.0	29697.0	23173.0	Partner Website	40.0	Credit Card	No	5.0
42db97a7	2023-10-15 00:00:00	32.0	Male	1.0	290.0	37227.0	17566.0	Facebook Ads	16.0	Credit Card	No	0.0
a8b99e0f	2023-12-22 00:00:00	27.0	Female	1.0	679.0	11505.0	8190.0	Google Ads	49.0	Credit Card	Yes	2.0
30083173	2024-01-17 00:00:00	30.0	Female	0.0	201.0	44043.0	89607.0	Google Ads	15.0	Credit Card	No	9.0
fc31d78d	2024-10-01 00:00:00	30.0	Male	0.0	347.0	13928.0	47101.0	Facebook Ads	23.0	Credit Card	No	6.0
982fcba0	2024-08-17 00:00:00	26.0	Male	1.0	542.0	6756.0	13237.0	Direct Traffic	21.0	Credit Card	Yes	0.0
a7362666	2024-07-22 00:00:00	32.0	Male	1.0	71.0	34551.0	69703.0	Direct Traffic	6.0	UPI	Yes	0.0
e9710ffb	2023-04-01 00:00:00	34.0	Female	1.0	532.0	28772.0	33402.0	Partner Website	3.0	Credit Card	Yes	0.0
e067835f	2023-06-02 00:00:00	33.0	Female	1.0	645.0	43345.0	54384.0	Facebook Ads	40.0	Credit Card	Yes	8.0
56864e24	2024-02-26 00:00:00	29.0	Female	0.0	133.0	6897.0	6793.0	Partner Website	10.0	Credit Card	Yes	5.0
50921e0e	2023-04-12 00:00:00	29.0	Male	1.0	420.0	19494.0	44148.0	Partner Website	5.0	Bank Transfer	No	3.0
fd091f57	2024-06-29 00:00:00	30.0	Male	0.0	449.0	48701.0	95230.0	Instagram Ads	40.0	Credit Card	Yes	0.0
091710c6	2023-11-24 00:00:00	32.0	Female	0.0	627.0	29812.0	94635.0	Word of Mouth	8.0	Bank Transfer	Yes	9.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
b8ec5de2	2023-10-14 10:00:00	35.0	Male	0.0	147.0	43321.0	79356.0	Direct Traffic	39.0	Credit Card	No	5.0
296a1aad	2023-05-20 10:00:00	27.0	Male	1.0	725.0	8031.0	67852.0	Word of Mouth	34.0	Bank Transfer	Yes	0.0
31ff08be	2023-10-12 10:00:00	33.0	Male	1.0	677.0	8210.0	23005.0	Facebook Ads	12.0	UPI	No	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
82ed735b	2024-03-14 10:00:00	31.0	Female	0.0	124.0	37981.0	88697.0	Referral Program	42.0	Bank Transfer	Yes	0.0
1c62b26d	2024-06-07 00:00:00	26.0	Male	1.0	321.0	10057.0	55120.0	Google Ads	21.0	Credit Card	Yes	1.0
eee3dc18	2023-05-07 00:00:00	33.0	Female	0.0	312.0	9935.0	75619.0	Instagram Ads	15.0	Bank Transfer	Yes	6.0
6d91c5da	2023-01-12 00:00:00	32.0	Female	0.0	689.0	662.0	86992.0	Partner Website	22.0	Bank Transfer	Yes	0.0
323710ce	2024-06-30 00:00:00	32.0	Male	1.0	40.0	35242.0	79860.0	Facebook Ads	38.0	UPI	No	6.0
bce8ea74	2023-05-13 00:00:00	29.0	Male	1.0	579.0	8961.0	28364.0	Referral Program	45.0	Bank Transfer	No	0.0
68a11ca6	2023-07-16 00:00:00	29.0	Male	0.0	425.0	8396.0	21808.0	Referral Program	26.0	UPI	Yes	8.0
a784e703	2023-06-21 00:00:00	28.0	Male	0.0	247.0	33472.0	53389.0	Direct Traffic	13.0	Credit Card	No	0.0
c61771e0	2024-05-02 00:00:00	33.0	Female	0.0	170.0	42300.0	96690.0	Referral Program	17.0	Bank Transfer	No	6.0
73610fd6	2023-06-01 00:00:00	27.0	Male	1.0	385.0	38828.0	86896.0	Word of Mouth	35.0	Credit Card	No	0.0
0679d65c	2023-06-30 00:00:00	29.0	Male	1.0	156.0	17573.0	97035.0	Google Ads	47.0	Bank Transfer	No	6.0
03742f46	2024-02-01 00:00:00	29.0	Male	1.0	58.0	14789.0	59283.0	Facebook Ads	49.0	UPI	No	8.0
22dcbb1b	2024-03-30 00:00:00	32.0	Male	0.0	449.0	37227.0	81098.0	Instagram Ads	34.0	Credit Card	No	1.0
2f9dfeef	2023-07-01 00:00:00	33.0	Female	0.0	30.0	23169.0	27672.0	Instagram Ads	47.0	UPI	No	8.0
bf09b37b	2024-06-10 00:00:00	26.0	Male	1.0	690.0	19245.0	56860.0	Referral Program	20.0	Credit Card	No	0.0
e408bf6b	2024-10-06 00:00:00	34.0	Female	1.0	338.0	35021.0	58134.0	Direct Traffic	6.0	UPI	No	7.0
dca4d6b9	2023-10-08 00:00:00	30.0	Female	1.0	465.0	18822.0	29172.0	Direct Traffic	17.0	Bank Transfer	No	7.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
b3e5e5b6	2023-11-04 10:00:00	30.0	Male	0.0	342.0	22860.0	21132.0	Facebook Ads	14.0	UPI	No	5.0
4da6e112	2023-11-21 10:00:00	33.0	Male	1.0	273.0	7088.0	9016.0	Direct Traffic	44.0	UPI	No	2.0
cf5c484a	2024-07-20 10:00:00	30.0	Female	1.0	239.0	24759.0	52813.0	Partner Website	44.0	UPI	No	3.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
8fb8136f	2023-04-14 10:00:00	30.0	Female	1.0	447.0	23517.0	55131.0	Facebook Ads	17.0	Bank Transfer	Yes	3.0
c3d51798	2023-02-08 00:00:00	32.0	Male	0.0	669.0	19946.0	62610.0	Instagram Ads	20.0	Credit Card	Yes	7.0
8a1cf239	2023-05-10 00:00:00	29.0	Male	0.0	208.0	2636.0	97664.0	Partner Website	36.0	UPI	Yes	0.0
b78970bd	2023-08-24 00:00:00	27.0	Male	1.0	206.0	18974.0	20611.0	Google Ads	17.0	Credit Card	No	2.0
87d990b0	2023-03-18 00:00:00	33.0	Male	1.0	695.0	21508.0	78403.0	Instagram Ads	35.0	Bank Transfer	No	0.0
8b9da081	2024-04-22 00:00:00	34.0	Female	0.0	356.0	13222.0	30336.0	Partner Website	16.0	Credit Card	Yes	0.0
c1aceaf9	2023-06-27 00:00:00	34.0	Male	0.0	244.0	4250.0	56350.0	Email Campaign	45.0	Bank Transfer	No	0.0
6dc3c09d	2023-06-02 00:00:00	34.0	Female	0.0	464.0	28233.0	70561.0	Word of Mouth	26.0	Credit Card	Yes	0.0
5969817d	2024-05-23 00:00:00	27.0	Male	1.0	699.0	31151.0	21093.0	Email Campaign	45.0	UPI	No	2.0
94851e15	2023-04-08 00:00:00	27.0	Male	0.0	314.0	5166.0	7155.0	Word of Mouth	2.0	Bank Transfer	Yes	9.0
5987bd49	2023-02-20 00:00:00	28.0	Female	0.0	315.0	35122.0	21963.0	Facebook Ads	24.0	Credit Card	Yes	7.0
0d20248a	2023-05-10 00:00:00	34.0	Male	0.0	453.0	38323.0	53870.0	Google Ads	43.0	UPI	Yes	5.0
77796139	2023-04-08 00:00:00	32.0	Male	1.0	619.0	13319.0	54554.0	Referral Program	39.0	Bank Transfer	No	6.0
41a2e2e0	2024-05-14 00:00:00	27.0	Female	1.0	673.0	31432.0	63522.0	Instagram Ads	35.0	Credit Card	Yes	8.0
6f4866eb	2023-03-00 00:00:00	26.0	Female	0.0	293.0	31298.0	46671.0	Instagram Ads	30.0	Bank Transfer	No	0.0
52c585b3	2024-03-02 00:00:00	32.0	Male	1.0	116.0	7323.0	32131.0	Instagram Ads	39.0	Bank Transfer	Yes	2.0
31666119	2024-06-30 00:00:00	28.0	Male	1.0	505.0	40461.0	34870.0	Partner Website	43.0	Credit Card	No	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
9dd0820a	2023-01-30 10:00:00	35.0	Male	0.0	207.0	29618.0	50067.0	Email Campaign	45.0	Credit Card	Yes	6.0
bfaecb14	2023-01-08 10:00:00	35.0	Female	0.0	378.0	16780.0	22607.0	Email Campaign	5.0	Credit Card	Yes	2.0
e5c3c0fb	2023-09-07 10:00:00	32.0	Female	1.0	37.0	22763.0	25968.0	Email Campaign	30.0	Bank Transfer	No	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
d84133ff	2023-04-03 10:00:00	30.0	Female	0.0	342.0	14065.0	99934.0	Instagram Ads	6.0	Bank Transfer	Yes	0.0
ea5479a1	2023-05-11 10:00:00	26.0	Female	1.0	80.0	21753.0	50429.0	Instagram Ads	32.0	Bank Transfer	Yes	0.0
5b3ef915	2023-10-19 10:00:00	28.0	Male	0.0	638.0	49063.0	83152.0	Google Ads	42.0	Credit Card	Yes	0.0
28ea7001	2024-06-19 10:00:00	32.0	Female	1.0	702.0	21538.0	66344.0	Google Ads	4.0	Credit Card	No	6.0
70323ed5	2024-05-26 10:00:00	32.0	Female	1.0	114.0	22947.0	33430.0	Referral Program	17.0	Bank Transfer	Yes	3.0
839e0297	2023-02-27 10:00:00	27.0	Female	1.0	415.0	19706.0	17241.0	Referral Program	20.0	Credit Card	Yes	9.0
e0d36fb3	2024-06-01 10:00:00	31.0	Female	0.0	82.0	4635.0	85703.0	Facebook Ads	12.0	UPI	No	7.0
10cad18e	2024-06-07 10:00:00	32.0	Male	0.0	529.0	7129.0	22625.0	Word of Mouth	23.0	Credit Card	Yes	0.0
1ef691e7	2023-10-04 10:00:00	35.0	Male	0.0	393.0	20084.0	65805.0	Partner Website	33.0	Bank Transfer	No	0.0
43c405d6	2024-01-18 10:00:00	29.0	Male	1.0	309.0	24051.0	45605.0	Referral Program	18.0	Credit Card	Yes	0.0
440b3c3a	2024-04-21 10:00:00	34.0	Female	1.0	661.0	17571.0	40121.0	Direct Traffic	9.0	Bank Transfer	No	8.0
b7187295	2023-10-29 10:00:00	30.0	Male	1.0	388.0	40451.0	67652.0	Referral Program	28.0	Credit Card	No	0.0
ec4740f9	2023-08-23 10:00:00	26.0	Female	0.0	264.0	43370.0	1492.0	Google Ads	48.0	UPI	No	0.0
b5c31fe8	2024-01-05 10:00:00	28.0	Female	1.0	523.0	1783.0	94418.0	Email Campaign	47.0	Credit Card	Yes	7.0
bfc745b9	2023-11-19 10:00:00	31.0	Male	1.0	138.0	8938.0	73010.0	Partner Website	46.0	Bank Transfer	No	7.0
10f20a6f	2023-09-25 10:00:00	34.0	Male	1.0	46.0	24717.0	32279.0	Google Ads	35.0	Bank Transfer	Yes	0.0
c6ab51a7	2024-04-03 10:00:00	29.0	Male	0.0	706.0	23672.0	97063.0	Partner Website	11.0	UPI	Yes	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
8e237013	2023-12-26 18:00:00	27.0	Male	1.0	182.0	33494.0	74402.0	Partner Website	11.0	Bank Transfer	No	0.0
9e0ae15e	2023-10-03 18:00:00	28.0	Female	0.0	407.0	15536.0	16449.0	Email Campaign	21.0	UPI	No	9.0
3423de17	2023-10-01 18:00:00	34.0	Female	0.0	658.0	49916.0	6451.0	Instagram Ads	45.0	Bank Transfer	No	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
174e3d20	2023-07-22 00:00:00	28.0	Female	1.0	663.0	44232.0	29001.0	Partner Website	26.0	UPI	No	3.0
79cd3bb6	2023-06-12 00:00:00	31.0	Female	1.0	587.0	16587.0	35064.0	Direct Traffic	16.0	Credit Card	Yes	7.0
c7edf7a4	2023-03-29 00:00:00	27.0	Male	0.0	605.0	46805.0	95826.0	Facebook Ads	6.0	UPI	No	5.0
a85c77dd	2024-03-02 00:00:00	26.0	Male	0.0	159.0	46537.0	15122.0	Direct Traffic	44.0	UPI	Yes	0.0
9d8ecb3f	2023-06-03 00:00:00	33.0	Male	1.0	722.0	1087.0	69431.0	Partner Website	47.0	Bank Transfer	No	0.0
c8f7488c	2023-12-02 00:00:00	30.0	Female	0.0	177.0	16521.0	85388.0	Word of Mouth	17.0	Bank Transfer	No	0.0
f4ced771	2023-03-21 00:00:00	30.0	Female	0.0	496.0	6916.0	23601.0	Referral Program	36.0	Credit Card	Yes	0.0
aba36e6a	2023-03-24 00:00:00	26.0	Female	0.0	183.0	13076.0	25532.0	Partner Website	28.0	Credit Card	Yes	0.0
af63314d	2024-03-08 00:00:00	32.0	Female	1.0	479.0	28016.0	19601.0	Direct Traffic	29.0	UPI	No	2.0
0e965fdb	2023-11-20 00:00:00	35.0	Male	1.0	325.0	37846.0	85289.0	Referral Program	37.0	UPI	No	6.0
231207ba	2024-03-24 00:00:00	31.0	Male	0.0	645.0	11193.0	28413.0	Direct Traffic	10.0	Bank Transfer	No	0.0
381bceec	2023-03-06 00:00:00	26.0	Male	0.0	46.0	44833.0	54574.0	Direct Traffic	29.0	UPI	Yes	0.0
4a4ec0eb	2023-01-05 00:00:00	32.0	Female	1.0	347.0	33660.0	4696.0	Instagram Ads	2.0	UPI	Yes	0.0
c658b850	2023-01-28 00:00:00	31.0	Female	1.0	566.0	15723.0	67641.0	Google Ads	19.0	Credit Card	Yes	0.0
6ad95f63	2023-10-09 00:00:00	35.0	Female	1.0	297.0	641.0	52313.0	Instagram Ads	13.0	UPI	No	9.0
4699bc9e	2024-07-23 00:00:00	30.0	Female	0.0	600.0	21480.0	16417.0	Partner Website	29.0	Credit Card	Yes	6.0
64456f87	2024-01-20 00:00:00	26.0	Female	0.0	115.0	22510.0	87120.0	Email Campaign	19.0	UPI	No	2.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
3ca31b75	2023-01-18 10:00:00	34.0	Female	1.0	717.0	35018.0	35540.0	Google Ads	32.0	Credit Card	Yes	2.0
56726a29	2023-11-29 10:00:00	32.0	Male	1.0	393.0	34728.0	71093.0	Word of Mouth	19.0	Bank Transfer	No	0.0
6273bf78	2023-06-10 10:00:00	28.0	Female	0.0	68.0	14640.0	3179.0	Email Campaign	42.0	UPI	Yes	1.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
34fdaba0	2024-03-20 10:00:00	28.0	Female	1.0	190.0	12139.0	21700.0	Word of Mouth	19.0	Bank Transfer	No	0.0
7856d48a	2024-06-04 00:00:00	26.0	Female	0.0	45.0	47692.0	40464.0	Partner Website	31.0	UPI	No	0.0
d11b9536	2024-01-05 00:00:00	32.0	Male	1.0	199.0	33308.0	61315.0	Direct Traffic	24.0	Credit Card	No	0.0
32808879	2023-12-04 00:00:00	33.0	Female	0.0	443.0	33262.0	21954.0	Word of Mouth	32.0	Credit Card	Yes	1.0
a28f76f4	2023-06-08 00:00:00	30.0	Male	0.0	280.0	8759.0	32555.0	Direct Traffic	16.0	Bank Transfer	No	7.0
3ebb7f8f	2024-04-08 00:00:00	34.0	Female	1.0	303.0	16732.0	83190.0	Google Ads	46.0	UPI	Yes	9.0
d3139c69	2023-10-28 00:00:00	26.0	Female	0.0	445.0	41072.0	46026.0	Instagram Ads	39.0	Bank Transfer	No	0.0
a74bf4b0	2023-07-01 00:00:00	26.0	Female	1.0	268.0	29665.0	20991.0	Referral Program	47.0	Credit Card	Yes	0.0
7babd7c9	2023-02-08 00:00:00	34.0	Male	1.0	405.0	20400.0	17964.0	Direct Traffic	42.0	Bank Transfer	Yes	0.0
dd7e33cf	2024-06-20 00:00:00	31.0	Female	0.0	353.0	46903.0	38044.0	Word of Mouth	2.0	Credit Card	Yes	0.0
c781e1ce	2024-06-20 00:00:00	34.0	Female	0.0	409.0	7081.0	86076.0	Instagram Ads	45.0	Bank Transfer	Yes	7.0
b4bb3711	2024-01-24 00:00:00	31.0	Female	0.0	348.0	6817.0	54459.0	Email Campaign	12.0	Bank Transfer	No	6.0
8f111e72	2024-05-14 00:00:00	34.0	Male	0.0	91.0	23632.0	91453.0	Facebook Ads	49.0	Bank Transfer	No	4.0
4c4c0385	2024-06-20 00:00:00	30.0	Female	1.0	182.0	15067.0	76715.0	Email Campaign	49.0	Credit Card	No	0.0
c0649235	2023-02-10 00:00:00	33.0	Male	0.0	600.0	24870.0	86029.0	Facebook Ads	2.0	Credit Card	Yes	0.0
8479dcde	2023-11-15 00:00:00	35.0	Male	1.0	359.0	31759.0	94526.0	Word of Mouth	42.0	Bank Transfer	No	2.0
e386333c	2024-06-23 00:00:00	26.0	Male	0.0	288.0	9270.0	14156.0	Instagram Ads	42.0	Bank Transfer	Yes	1.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
400b8cfa	2024-08-10 10:00:00	29.0	Male	0.0	602.0	32827.0	8214.0	Facebook Ads	27.0	Bank Transfer	No	5.0
e772c9be	2023-10-18 10:00:00	33.0	Female	0.0	32.0	7216.0	3708.0	Direct Traffic	2.0	Credit Card	Yes	6.0
fa127966	2023-05-12 10:00:00	28.0	Male	0.0	118.0	42189.0	58615.0	Facebook Ads	9.0	UPI	No	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
b499a656	2024-03-20 10:00:00	31.0	Male	1.0	386.0	47046.0	65425.0	Email Campaign	9.0	Credit Card	Yes	5.0
5bdcd319	2023-01-21 10:00:00	32.0	Male	0.0	570.0	43104.0	9712.0	Referral Program	39.0	Bank Transfer	Yes	7.0
f552b34d	2024-04-01 10:00:00	35.0	Female	1.0	492.0	18339.0	69368.0	Direct Traffic	2.0	Bank Transfer	No	5.0
8b434d96	2024-06-23 10:00:00	30.0	Male	0.0	290.0	7296.0	89499.0	Instagram Ads	2.0	Credit Card	No	0.0
c2c43678	2023-01-13 10:00:00	33.0	Male	0.0	67.0	18043.0	12108.0	Direct Traffic	37.0	Credit Card	No	0.0
695ecfbf	2023-12-27 10:00:00	29.0	Female	1.0	357.0	37918.0	32845.0	Partner Website	28.0	Bank Transfer	No	0.0
c0467b80	2023-01-30 10:00:00	29.0	Male	0.0	253.0	27505.0	68450.0	Referral Program	34.0	UPI	Yes	0.0
aabb1f84	2023-01-25 10:00:00	32.0	Female	1.0	378.0	5963.0	20456.0	Partner Website	22.0	Bank Transfer	No	0.0
048ae3bc	2024-07-01 10:00:00	28.0	Female	0.0	144.0	47128.0	92118.0	Google Ads	6.0	UPI	No	8.0
78158646	2023-01-16 10:00:00	27.0	Female	0.0	245.0	3612.0	85444.0	Instagram Ads	25.0	UPI	No	0.0
6fd705bf	2023-12-12 10:00:00	33.0	Female	1.0	600.0	16518.0	43291.0	Google Ads	18.0	UPI	Yes	0.0
c9553db2	2024-02-26 10:00:00	34.0	Female	1.0	600.0	21886.0	36060.0	Partner Website	38.0	UPI	No	5.0
3aa2e3ee	2023-12-21 10:00:00	32.0	Female	0.0	722.0	46139.0	19287.0	Word of Mouth	16.0	UPI	No	6.0
57ecb8ae	2024-02-23 10:00:00	32.0	Female	1.0	199.0	13243.0	1174.0	Direct Traffic	5.0	Bank Transfer	Yes	0.0
7fc75b83	2024-03-03 10:00:00	28.0	Male	0.0	455.0	13646.0	72569.0	Instagram Ads	17.0	UPI	No	4.0
92cf8d05	2023-01-08 10:00:00	35.0	Male	1.0	466.0	4260.0	35675.0	Direct Traffic	7.0	Credit Card	Yes	0.0
c7db40e0	2024-05-10 10:00:00	32.0	Male	0.0	699.0	22690.0	19919.0	Word of Mouth	46.0	Bank Transfer	Yes	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
5ee532b3	2024-06-01 10:00:00	28.0	Female	1.0	111.0	23877.0	27400.0	Instagram Ads	15.0	Bank Transfer	No	0.0
ca1ea123	2023-11-01 10:00:00	28.0	Female	0.0	287.0	4533.0	71305.0	Email Campaign	17.0	UPI	Yes	0.0
9ded79ba	2024-02-07 10:00:00	26.0	Female	1.0	554.0	17477.0	28962.0	Word of Mouth	5.0	UPI	No	0.0

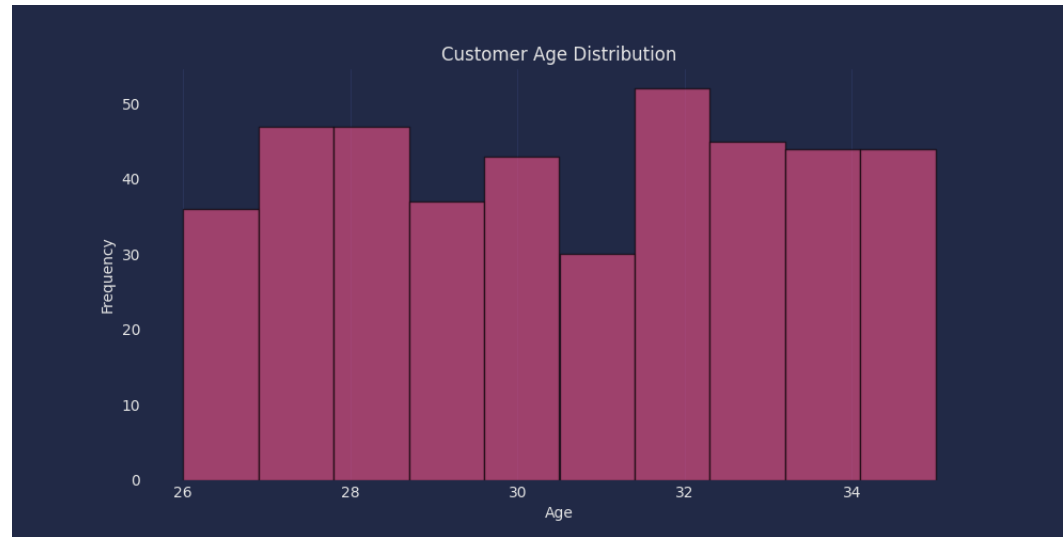
customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
f3126177	2024-02-18 00:00:00	28.0	Male	1.0	601.0	9601.0	17835.0	Referral Program	35.0	Credit Card	No	0.0
58e021ed	2023-02-02 00:00:00	30.0	Male	1.0	307.0	40812.0	20477.0	Google Ads	6.0	Bank Transfer	No	0.0
bfa5cdc7	2023-10-19 00:00:00	30.0	Male	1.0	225.0	40986.0	18266.0	Google Ads	25.0	Credit Card	No	0.0
13d5a369	2024-09-26 00:00:00	28.0	Female	0.0	513.0	47119.0	87328.0	Word of Mouth	31.0	Credit Card	Yes	2.0
23f48d6b	2024-04-10 00:00:00	26.0	Female	0.0	271.0	17654.0	86988.0	Email Campaign	22.0	UPI	No	0.0
a273dbc8	2024-07-21 00:00:00	27.0	Female	0.0	353.0	20039.0	44526.0	Google Ads	2.0	Credit Card	Yes	1.0
475f13de	2023-11-02 00:00:00	26.0	Female	0.0	46.0	34896.0	25335.0	Instagram Ads	5.0	Credit Card	Yes	0.0
99074be3	2023-06-04 00:00:00	27.0	Female	0.0	553.0	30873.0	12254.0	Email Campaign	27.0	Credit Card	No	0.0
339f95aa	2024-09-22 00:00:00	29.0	Male	1.0	335.0	13892.0	17199.0	Email Campaign	23.0	Bank Transfer	No	0.0
49495856	2023-12-08 00:00:00	27.0	Female	1.0	314.0	2782.0	88051.0	Email Campaign	39.0	Credit Card	Yes	0.0
d61778c2	2023-12-16 00:00:00	35.0	Male	0.0	705.0	35124.0	20581.0	Instagram Ads	47.0	UPI	Yes	1.0
bedbe63a	2024-07-21 00:00:00	29.0	Male	0.0	488.0	9842.0	24620.0	Word of Mouth	3.0	Bank Transfer	Yes	0.0
435cdcf3	2024-05-25 00:00:00	26.0	Male	0.0	567.0	7946.0	32802.0	Instagram Ads	47.0	UPI	Yes	1.0
76a9e150	2024-03-07 00:00:00	31.0	Male	1.0	459.0	7961.0	96549.0	Direct Traffic	17.0	Bank Transfer	No	3.0
8dfa31eb	2024-09-09 00:00:00	34.0	Female	1.0	518.0	35926.0	85526.0	Email Campaign	8.0	Credit Card	Yes	7.0
90cf34cb	2024-06-05 00:00:00	32.0	Female	0.0	104.0	37288.0	47163.0	Facebook Ads	3.0	Credit Card	Yes	0.0
45f24d53	2023-10-14 00:00:00	30.0	Male	1.0	159.0	10713.0	4765.0	Email Campaign	35.0	Bank Transfer	No	8.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
292b33d4	2023-10-28 10:00:00	32.0	Female	0.0	568.0	18358.0	91239.0	Referral Program	20.0	UPI	Yes	0.0
4e61e5f3	2024-05-17 10:00:00	27.0	Female	0.0	469.0	13967.0	90116.0	Partner Website	20.0	Bank Transfer	Yes	9.0
7e8b64c1	2024-05-02 00:00:00	34.0	Male	1.0	50.0	3634.0	81702.0	Word of Mouth	39.0	Credit Card	No	0.0

customerid	acquisitiondate	age	gender	churn	retentionperiod	acquisitioncost	totalspend	marketingchannel	customerinteractions	paymentmethod	billingissues	frequencyofbillingissues
7aa46b26	2023-12-25 10:00:00	26.0	Male	1.0	599.0	20884.0	17901.0	Word of Mouth	13.0	Bank Transfer	No	0.0
d4ddcfed	2024-06-13 10:00:00	26.0	Female	1.0	191.0	46234.0	63875.0	Google Ads	28.0	UPI	No	9.0
990890f4	2023-05-01 10:00:00	33.0	Male	1.0	237.0	16890.0	88728.0	Partner Website	19.0	Credit Card	No	9.0
384d4611	2023-12-15 10:00:00	30.0	Female	1.0	613.0	39832.0	60778.0	Partner Website	8.0	Bank Transfer	No	0.0
9f0a2f51	2023-06-16 10:00:00	35.0	Male	1.0	686.0	28340.0	33088.0	Partner Website	48.0	Credit Card	Yes	1.0
1c0d6c11	2024-02-20 10:00:00	35.0	Male	1.0	338.0	44679.0	42167.0	Direct Traffic	23.0	Bank Transfer	Yes	5.0

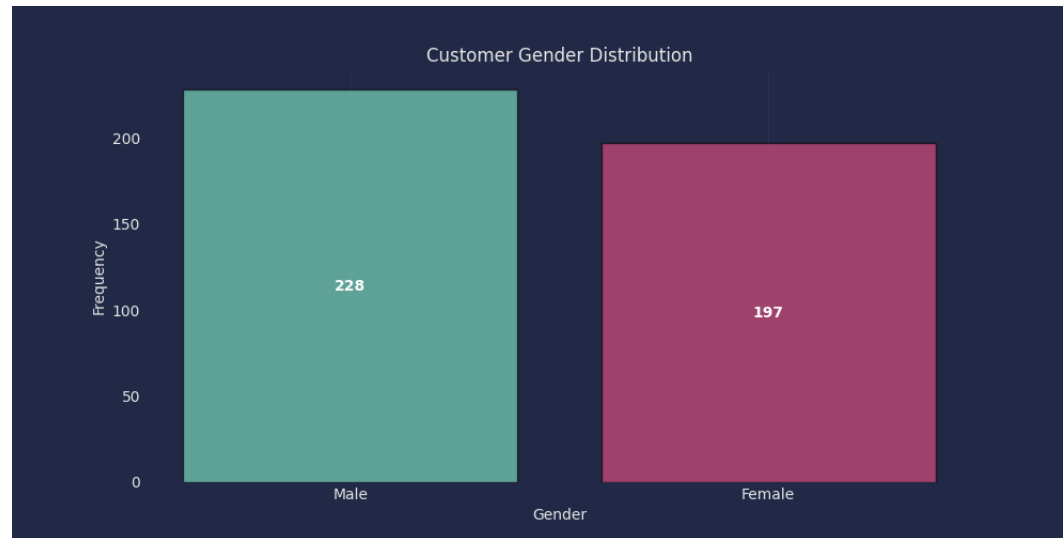
Graphs and Conclusions

Graph 1



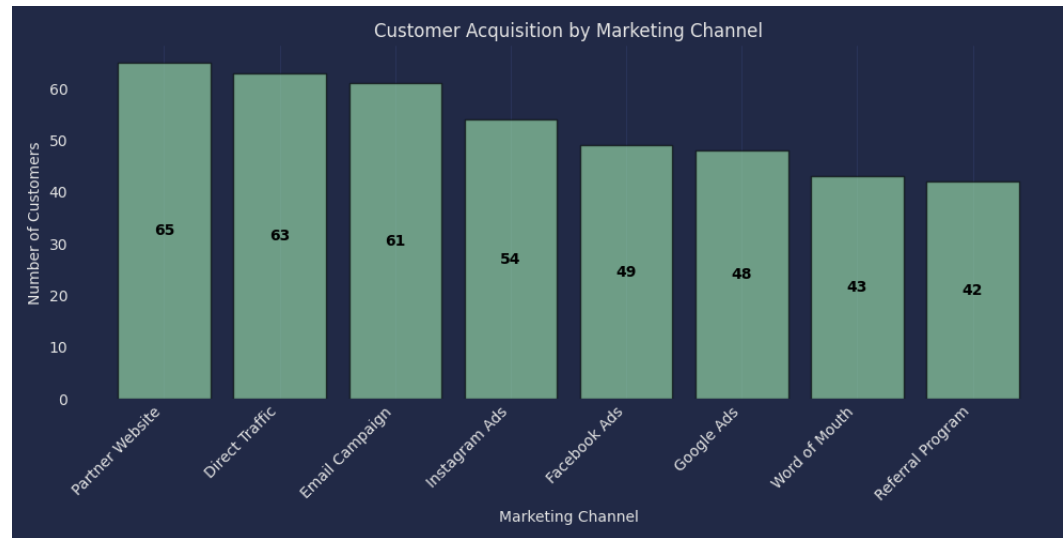
Age Distribution: The majority of customers are in the age group 32.0-41.0 years.

Graph 2



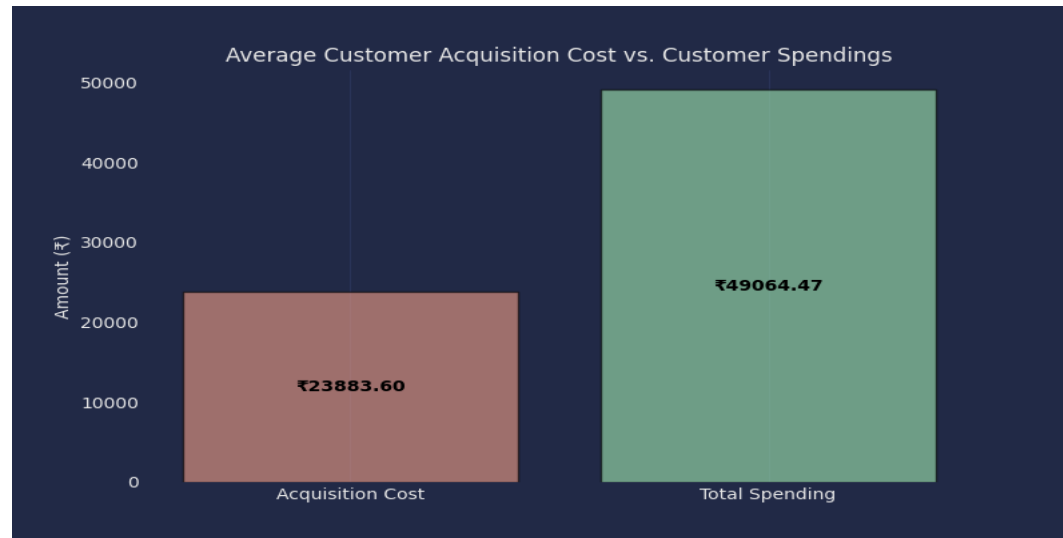
Gender Distribution: There are more male customers than female customers.

Graph 3



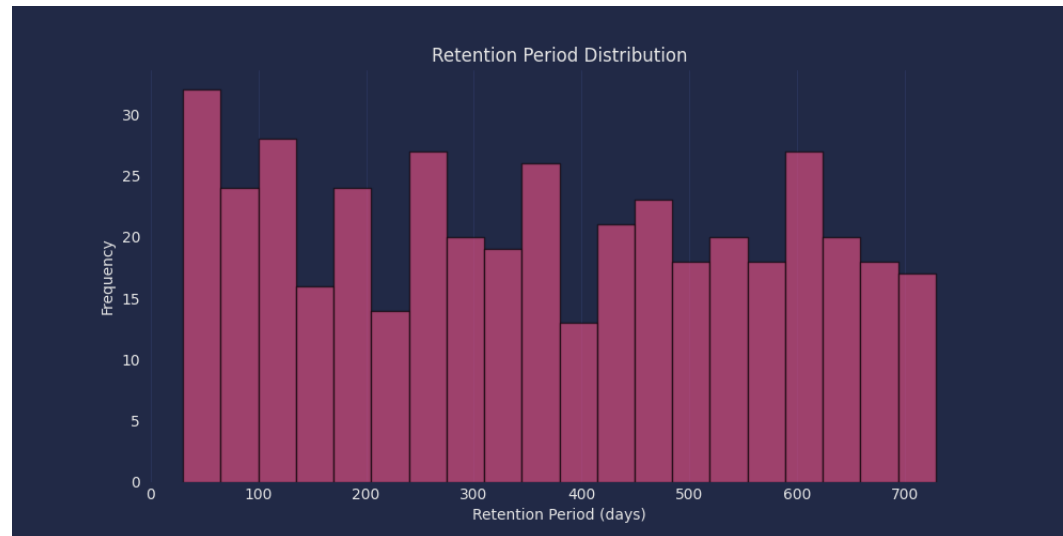
Marketing Channel: Partner Website is the most effective marketing channel for customer acquisition.

Graph 4



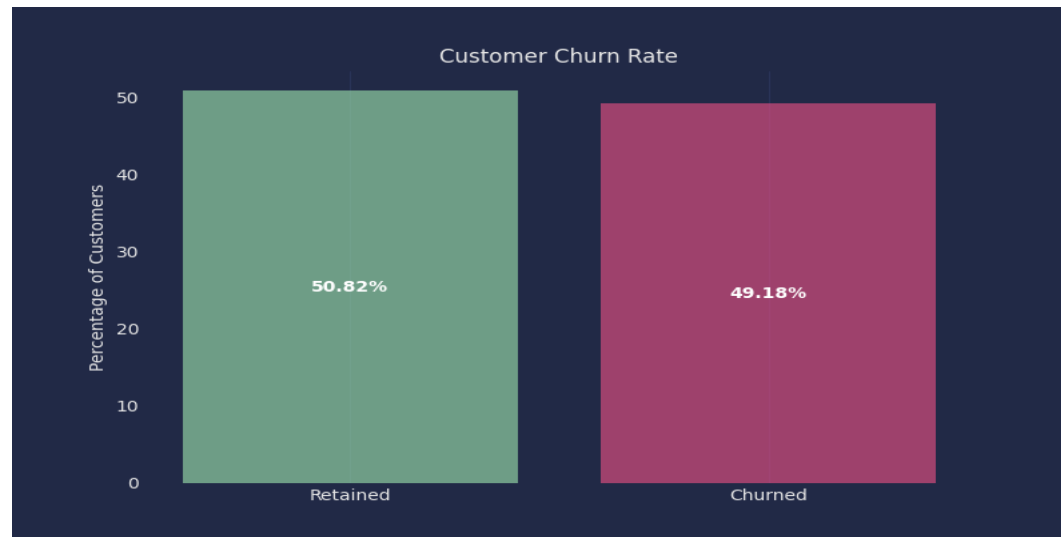
Acquisition Cost vs. Customer Spending: On average, customer spending exceeds acquisition cost, suggesting a profitable trend.

Graph 5



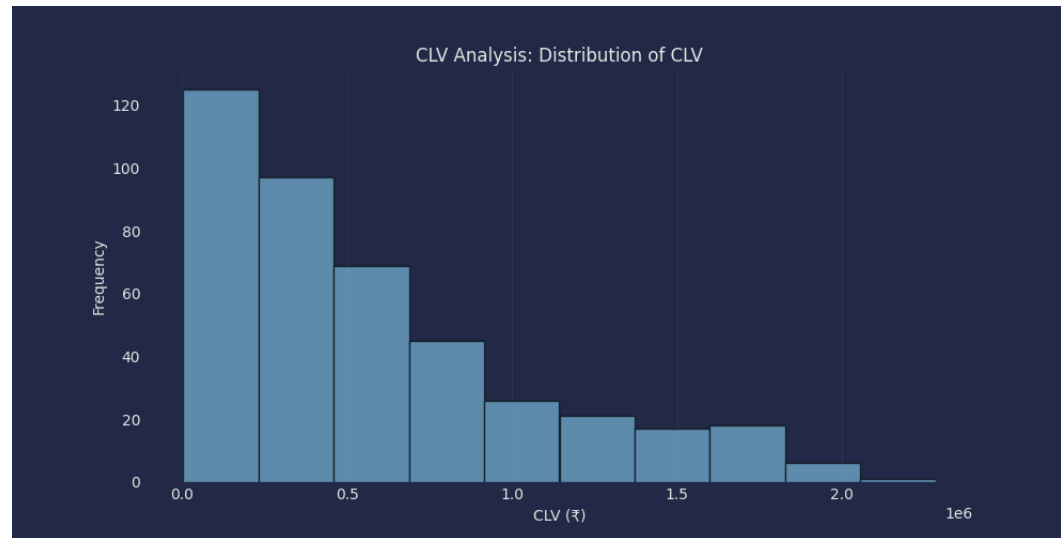
Retention Period Distribution: The average retention period is 361.03 days.

Graph 6



Churn Rate: The customer churn rate is 49.18%. This indicates that 49.18% of customers have churned.

Graph 7



Customer Lifetime Value Distribution: The average customer lifetime value (CLV) is ₹577891.41. The distribution of CLV provides insights into the long-term value of customers.