Variable	Definition
CLIENTNUM	Client number. Unique identifier for the customer holding the account
Attrition_Flag	Internal event (customer activity) variable - if the account is closed then 1 else 0
Customer_Age	Demographic variable - Customer's Age in Years
Gender	Demographic variable - M=Male, F=Female
Dependent_count	Demographic variable - Number of dependents
Education_Level	Demographic variable - Educational Qualification of the account holder (example: high school, college graduate, etc.)
Marital_Status	Demographic variable - Married, Single, Divorced, Unknown
Income_Category	Demographic variable - Annual Income Category of the account holder
Card_Category	Product Variable - Type of Card (Blue, Silver, Gold, Platinum)
Months_on_book	Period of relationship with bank
Total_Relationship_Count	Total no. of products held by the customer
Months_Inactive_12_mon	No. of months inactive in the last 12 months
Contacts_Count_12_mon	No. of Contacts in the last 12 months
Credit_Limit	Credit Limit on the Credit Card
Total_Revolving_Bal	Total Revolving Balance on the Credit Card
Avg_Open_To_Buy	Open to Buy Credit Line (Average of last 12 months)
Total_Amt_Chng_Q4_Q1	Change in Transaction Amount (Q4 over Q1)
Total_Trans_Amt	Total Transaction Amount (Last 12 months)
Total_Trans_Ct	Total Transaction Count (Last 12 months)
Total_Ct_Chng_Q4_Q1	Change in Transaction Count (Q4 over Q1)
Avg_Utilization_Ratio	Average Card Utilization Ratio