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| **Variable** | **Description** | |
| ID | Customer ID | |
| TENURE | Customer duration with Kation since registration date | |
| AGE | Customer age | |
| GENDER | Customer gender | |
| NATIONALITY | Customer nationality | |
| STATE | Customer hometown (state) | |
| STATUS\_BEFORE | Customer status before campaign launched. | |
| STATUS\_AFTER | Customer status after campaign ended. | |
| OFFER\_TAKER | Indicator for customers who opted-in the migration plan. | |
| OFFER\_TAKE\_UP\_DT | Date for customers who opted-in the migration plan. | |
| DATA\_PURC\_BEFORE | Indicator for customer who purchased data before campaign launched. | |
| DATA\_PURC\_AFTER | Indicator for customer who purchased data after campaign ended. | |
| DATA\_CHRG\_BEFORE | Total amount of data charged before campaign launched. | |
| DATA\_CHRG\_AFTER | Total amount of data charged after campaign ended. | |
| DATA\_USG\_BEFORE | Data usage before campaign launched. | |
| DATA\_USG\_AFTER | Data usage after campaign ended. | |
| VOICE\_USG\_BEFORE | Voice usage before campaign launched. | |
| VOICE\_USG\_AFTER | Voice usage after campaign ended. | |
| RLD\_IND\_BEFORE | Indicator for customer who reload before campaign launched. | |
| RLD\_IND\_AFTER | Indicator for customer who reload after campaign ended. | |
| RLD\_AMT\_BEFORE | Total of reload amount before campaign launched. | |
| RLD\_AMT\_AFTER | Total of reload amount after campaign ended. | |
| ARPU\_BEFORE | ARPU before campaign launched. | |
| CPA\_RVN\_BEFORE | Total added value service before campaign launched. | |
| CPA\_RVN\_AFTER | Total added value service after campaign ended. | |
| ARPU\_AFTER | ARPU after campaign ended. | |
| ACTIVITY\_DAYS\_AFTER | Silent days after campaign ended. | |
| ACTIVITY\_STATUS\_AFTER | Customer activity status after campaign ended. | |
| New added variables: | | |
| AREA\_CODE | | Customer area code. |
| REGION | | Customer region. |
| OFFER\_CODE | | Code of the offer customer opted in. |
| OFFER\_NAME | | Name of the offer customer opted in. |
| OFFER\_TYPE | | Type of the offer customer opted in. |
| RELODD\_CODE | | Code of the reload information for customers. |
| RELOAD\_CHANNEL | | Customer reload channel. |
| RELOAD\_TYPE | | Customer reload type. |