Table 1: Data fields and their description

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| **Field name** | **Description** |
| id | contact id |
| activity\_new | category of the company's activity |
| campaign\_disc\_ele | code of the electricity campaign the customer last subscribed to |
| channel\_sales | code of the sales channel |
| cons\_12m | electricity consumption of the past 12 months |
| cons\_gas\_12m | gas consumption of the past 12 months |
| cons\_last\_month | electricity consumption of the last month |
| date\_activ | date of activation of the contract |
| date\_end | registered date of the end of the contract |
| date\_first\_activ | date of first contract of the client |
| date\_modif\_prod | date of last modification of the product |
| date\_renewal | date of the next contract renewal |
| forecast\_base\_bill\_ele | forecasted electricity bill baseline for next month |
| forecast\_base\_bill\_year | forecasted electricity bill baseline for calendar year |
| forecast\_bill\_12m | forecasted electricity bill baseline for 12 months |
| forecast\_cons | forecasted electricity consumption for next month |
| forecast\_cons\_12m | forecasted electricity consumption for next 12 months |
| forecast\_cons\_year | forecasted electricity consumption for next calendar year |
| forecast\_discount\_energy | forecasted value of current discount |
| forecast\_meter\_rent\_12m | forecasted bill of meter rental for the next 12 months |
| forecast\_price\_energy\_p1 | forecasted energy price for 1st period |
| forecast\_price\_energy\_p2 | forecasted energy price for 2nd period |
| forecast\_price\_pow\_p1 | forecasted power price for 1st period |
| has\_gas | indicated if client is also a gas client |
| imp\_cons | current paid consumption |
| margin\_gross\_pow\_ele | gross margin on power subscription |
| margin\_net\_pow\_ele | net margin on power subscription |
| nb\_prod\_act | number of active products and services |
| net\_margin | total net margin |
| num\_years\_antig | antiquity of the client (in number of years) |
| origin\_up | code of the electricity campaign the customer first subscribed to |
| pow\_max | subscribed power |
| price\_date | reference date |
| price\_p1\_var | price of energy for the 1st period |
| price\_p2\_var | price of energy for the 2nd period |
| price\_p3\_var | price of energy for the 3rd period |
| price\_p1\_fix | price of power for the 1st period |
| price\_p2\_fix | price of power for the 2nd period |
| price\_p3\_fix | price of power for the 3rd period |
| churned | has the client churned over the next 3 months |