

Customer Dataset

- **CustomerID:** A unique identifier for each customer.
- **Aging:** Likely the age of the customer or the account.
- **Gender:** The gender of the customer, indicated as Male or Female.
- **Location (CityTier):** The tier of the city the customer resides in, which could denote urbanization level or socio-economic segmentation.
- **Churn:** A binary indicator of whether the customer has churned (1) or not (0). 'Churn' refers to customers who have stopped using the company's products or services.
- **PreferredOrderCat:** The category of products that the customer prefers to order, such as 'Laptop & Accessory', 'Mobile', 'Mobile Phone', 'Others', 'Fashion', etc.
- **MembershipLevel:** The level of membership the customer holds with the company, which might reflect their loyalty or type of subscription. Levels seen here are 'Medium', 'High', and 'Critical'.
- **MaritalStatus:** The marital status of the customer, such as 'Married', 'Single', or 'Divorced'.
- **Complain:** A binary indicator whether the customer has lodged a complaint (1) or not (0).
- **SatisfactionScore:** A score representing the customer's satisfaction, likely on a scale, where a higher score indicates greater satisfaction.

	A	B	C	D	E	F	G	H	I	J	K
1	CustomerID	Aging	Gender	Location(CityTier)	Churn	PreferredOrderCat	MembershipLevel	MaritalStatus	Complain	SatisfactionScore	
2	50001	41	Female		3	1 Laptop & Accessory	Medium	Married	1	2	
3	50002	35	Male		1	1 Mobile	Medium	Single	1	3	
4	50003	41	Male		1	1 Mobile	Critical	Single	1	3	
5	50004	40	Male		3	1 Laptop & Accessory	High	Single	0	5	
6	50005	42	Male		1	1 Mobile	Critical	Single	0	5	
7	50006	41	Female		1	1 Mobile Phone	Critical	Single	1	5	
8	50007	34	Male		3	1 Laptop & Accessory	High	Divorced	0	2	
9	50008	40	Male		1	1 Mobile	Critical	Divorced	1	2	
10	50009	40	Male		3	1 Mobile	Critical	Divorced	1	3	
11	50010	43	Male		1	1 Mobile	Critical	Single	0	3	
12	50011	43	Female		1	1 Others	Critical	Divorced	0	3	

Records

5362	55364	35	Male		1	0 Fashion	Medium	Married	0	1	
5363	55365	36	Female		3	1 Mobile Phone	High	Married	1	3	
5364	55366	35	Male		1	1 Mobile Phone	High	Single	0	4	
5365	55367	43	Male		1	0 Mobile Phone	High	Single	0	1	
5366	55368	40	Male		1	0 Mobile Phone	Medium	Married	0	4	
5367	55369	36	Male		1	0 Laptop & Accessory	High	Married	0	1	
5368	55370	35	Male		1	0 Fashion	Medium	Married	0	1	

Order Dataset

- **CustomerID:** A unique identifier assigned to each customer, which is used to track their transactions and interactions with the company.
- **OrderCount:** The number of orders placed by the customer. This could reflect the customer's engagement level with the company's products or services.
- **LastPurchaseDate:** The most recent date on which the customer made a purchase. This information is crucial for analyzing the recency aspect of customer behavior.
- **Sales:** The total sales amount from the customer. This could indicate the customer's value to the company and may be used to segment customers into different tiers based on their spending.
- **DaySinceLastOrder:** The number of days that have elapsed since the customer's last purchase. This metric is useful for determining the frequency of a customer's purchases and identifying at-risk customers who may be on the verge of churning.

	A	B	C	D	E	F
1	CustomerID	OrderCount	LastPurchaseDate	Sales	DaySinceLastOrder	
2	50001	1	2011/9/15	\$140.00	5	
3	50002	1	6/30/15	\$211.00	0	
4	50003	1	2012/5/15	\$117.00	3	
5	50004	1	2005/9/15	\$118.00	3	
6	50005	1	2007/9/15	\$250.00	3	
7	50006	6	2/25/15	\$72.00	7	
8	50007	1	2004/9/15	\$54.00	0	
9	50008	2	3/30/15	\$114.00	0	
10	50009	1	2002/9/15	\$231.00	2	
11	50010	1	4/21/15	\$140.00	1	
12	50011	15	11/16/15	\$211.00	8	
13	50012	1	2009/1/15	\$117.00	0	
14	50013	2	2007/9/15	\$118.00	2	
15	50014	1	7/22/15	\$250.00	0	
16	50015	4	2010/12/15	\$72.00	7	
17	50016	1	2/23/15	\$54.00	2	

Records

5367	55626	2	2009/7/15	\$231.00	1				
5368	55627	6	12/26/15	\$140.00	8				
5369	55628	2	2005/2/15	\$211.00	3				
5370	55629	5	11/15/15	\$117.00	14				
5371	55630	7	7/28/15	\$118.00	1				