Data Dictionary for Synthetic Visualization Dataset

## Customer\_ID

Data Type: int64

Description: Unique customer ID

## Gender

Data Type: object

Description: Gender of the customer

## Age

Data Type: int64

Description: Age in years

## Region

Data Type: object

Description: Geographic region

## Department

Data Type: object

Description: Business department

## Year

Data Type: int64

Description: Year of data record

## Quarter

Data Type: object

Description: Business quarter

## Monthly\_Income

Data Type: float64

Description: Monthly income in local currency

## Spending\_Score

Data Type: float64

Description: Customer spending score (higher is better)

## Satisfaction\_Score

Data Type: int64

Description: Customer satisfaction score (1 to 10)

## Product\_Category

Data Type: object

Description: Category of product purchased

## Units\_Sold

Data Type: int64

Description: Number of units sold

## Purchase\_Amount

Data Type: float64

Description: Total amount spent on purchases

## Ad\_Spend

Data Type: float64

Description: Advertising spend in local currency

## Support\_Tickets

Data Type: int64

Description: Number of customer support tickets

## Retention\_Status

Data Type: object

Description: Whether the customer is retained or churned

## Joining\_Date

Data Type: datetime64[ns]

Description: Date the customer joined the platform

## Hours\_Spent\_on\_App

Data Type: float64

Description: Hours spent on the app in a day

## Performance\_Rating

Data Type: float64

Description: Employee performance rating (1 to 5 scale)

## Survey\_Completion\_Rate

Data Type: float64

Description: Survey completion rate (%)