

This description is used for two datasets: *BankChurnerTrainSet.csv* and *BankChurnerTestSet.csv*. The two datasets in total consist of nearly 10000 customers records that include age, salary, credit card limit, credit card category, etc. There are 21 columns.

Columns:

CLIENTNUM: Client number. Unique identifier for the customer holding the account

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, Unknown

Income_Category: Demographic variable - Annual Income category of the account holder (< \$40K, \$40K - 60K, \$60K - \$80K, \$80K-\$120K, > \$120K, Unknown)

Card_Category: Product Variable - Type of card (Blue, Silver, Gold, Platinum)

Months_on_book: Time of relationship with the bank

Total_Relationship_Count: Total no. of products held by the customer (like credit card, checking or saving accounts, etc.)

Months_Inactive_12_mon: No. of months inactive in the last 12 months

Contacts_Count_12_mon: number of times the bank contacted the customer and/or viceversa.

Credit_Limit: Credit limit on the credit card

Total_Revolving_Bal: Total revolving balance on the credit card (sum of the revolving balance starting from opening the credit card)

Avg_Open_To_Buy: Open to buy credit line (Average of last 12 months)

Total_Amt_Chng_Q4_Q1: The change (ratio) in transaction amount (Q4 over Q1). A value of 0.6 means that the transaction amount of Q1 (the first quarter) is 0.6 times the amount of Q4 (the last quarter) last year

Total_Trans_Amt: Total transaction amount (Last 12 months)

Total_Trans_Ct: Total transaction count (Last 12 months)

Total_Ct_Chng_Q4_Q1: The change (ratio) in transaction count (Q4 over Q1). A value of 0.6 means that the transaction count of Q1 (the first quarter) is 0.6 times the count of Q4 (the last quarter) last year

Avg_Utilization_Ratio: average card utilization ratio

Attrition_Flag: The target column. Customer have churned=*Attrited Customer*, customer stay= *Existing Customer*