Dataset Description

The dataset is downloaded from Kaggle, containing information about customers of an e-commerce company. It consists of 20 columns stored in 2 sheets with a total of 5630 records. Table below summarizes the variables names and description in the dataset (Raw Dataset 01).

Variables	Description
CustomerID	Unique customer ID
Churn	Churn Flag (1 for churned, 0 for active)
Tenure	Tenure of customer in organization
PreferredLoginDevice	Preferred login device of customer
CityTier	City tier
WarehouseToHome	Distance in between warehouse to home of customer
PreferredPaymentMode	Preferred payment method of customer
Gender	Gender of customer
HourSpendOnApp	Number of hours spend on mobile application or website
NumberOfDeviceRegistered	Total number of deceives is registered on customer
PreferedOrderCat	Preferred order category of customer in last month
SatisfactionScore	Satisfactory score of customers on service
MaritalStatus	Marital status of customer
NumberOfAddress	Total number of addresses added on customer
Complain	Any complaint has been raised in last month
OrderAmountHikeFromlastYear	Percentage increases in order from last year
CouponUsed	Total number of coupons has been used in last month
OrderCount	Total number of orders has been places in last month
DaySinceLastOrder	Day Since last order by customer
CashbackAmount	Average cashback in last month

Table below summarizes the variables names and description in the dataset (Raw Dataset 02). Marital status information was collected from customers at a later time.

Variables	Description
CustomerID	Unique customer ID
MaritalStatus	Marital status of customer