

Data Dictionary for the Churn Dataset

Class of variable		Variable	Description	Type
Socio-demographic attributes		Region	The region where the customer lives	Nominal
		Age	The age of customer	Numeric
		Marital	Marital status: 1: Yes, 0: No	Binominal
		Address	The number of years of residence in current location	Numeric
		Income	The customers' income	Numeric
		Education	The customers' education: 1-Diploma, 2: AS 3: BS 4:MS, 5: PhD	Nominal
		Employment	Years of employment	Numeric
		Retire	Retired or not?: 1: Yes, 0: No	Binominal
		Gender	Gender of customer: 1: Male, 0: Female	Binominal
Behavioral attributes	Hours of usage	Longmon	Hours of using service 1 per month	Numeric
		Tollmon	Hours of using service 2 per month	Numeric
		Equipmon	Hours of using service 3 per month	Numeric
		Cardmon	Hours of using service 4 per month	Numeric
		Wiremon	Hours of using service 5 per month	Numeric
	Selected services	Multiline	Is customer has a multiline phone: 1: Yes, 0: No	Binominal
		Voice	Has voice service or not?: 1: Yes, 0: No	Binominal
		Pager	Has pager or not?: 1: Yes, 0: No	Binominal
		Internet	Has internet or not?: 1: Yes, 0: No	Binominal
		Callid	Has caller ID or not?: 1: Yes, 0: No	Binominal
		Callwait	Has call waiting service or not?: 1: Yes, 0: No	Binominal
		Forward	Has call forwarding service or not?: 1: Yes, 0: No	Binominal
		Confer	Has conference service or not?: 1: Yes, 0: No	Binominal
		Callcard	Has contact card or not?: 1: Yes, 0: No	Binominal
		Wireless	Has wireless system or not?: 1: Yes, 0: No	Binominal
	Label	Churn	Churner or Non-churner?: 1: Yes, 0: No	Binominal