**Customer status:**

Customer ID: The unique ID that identifies a customer

Churn Label: Contains “Yes” or “No” to indicate if a customer churned

Churn Reason: The particular reason why the customer ended the contract

Churn Category: Groups multiple churn reasons together for analysis purposes

**Demographics:**

Gender: The gender of the customer, indicated by “Male”, “Female”   or “Prefer not to say”

Under 30: Indicates if the customer is under 30 with “Yes” or “No”

Senior: Indicates if the customer is 65 or above with “Yes” or “No

Age: The age of the customer

**Contract information:**

Contract Type: Contains “Month to Month”, “One Year” or “Two Year”

Payment Method: Preferred payment method of the customer indicated with “Credit Card”, “Direct Debit” or “Paper Check

State: The code of the state where the customer lives

Phone Number: Phone number of the customer

Group: Indicates if the customer is part of a group contract.   A group contract offers advantages and is generally cheaper.  Contains “Yes” or “No”

Number of customers in a group: Number of customers part of the group

**Subscription types & Charges:**

Account Length (in months): The number of months the customer has been with Databel

Local Calls: Amount of local (within the US) calls from the customer

Intl Calls: Amount of international (outside the US) calls from the customer

Intl Mins : The number of minutes spent calling internationally. Intl Active: Indicates if the customer called internationally with a “Yes” or “No”

Intl Plan : Indicates if the customer has a premium plan to call internationally for free with “Yes” or “No. This premium is reflected in the amount of the monthly charge

Extra International Charges: Contains the extra charges for international calls for customers who are not on an international plan

Customer Service Calls: The number of calls made to customer service

Avg Monthly GB Download : Contains the average monthly download volume in gigabytes

Unlimited Data Plan: Indicates if the customer has free unlimited download capacity with “Yes” or “No”. This premium is reflected in the amount of the monthly charge

Extra Data Charges : Contains the extra charges for data downloads for customers who are not on an unlimited plan

Monthly Charges : Average of all Monthly Charges to the customer

Total Charges: Sum of all monthly charges