

# Visual Data Exploration- Due Diligence Project: Dictionary for *Customer\_Dataset\_Data.csv*

## Region

**Description:** Numerical code representing the customer's region.

**Options:**

- 1: NorthEast
- 2: Midwest
- 3: West
- 4: Southwest
- 5: Southeast

## TownSize

**Description:** Represents the size of the town where the customer resides, based on population or area.

**Options:**

- '1': Very Large - The largest towns, potentially on the verge of being considered cities or the largest towns in the region.
- '2': Large - Large towns close to city-like infrastructures but not classified as cities.
- '3': Medium - Medium-sized towns with a balance of amenities and residential areas, suburban or larger independent towns.
- '4': Small - Small towns with more amenities than the very small towns but limited compared to larger urban areas.
- '5': Very Small -represents the smallest towns, rural or with few amenities.
- '#NULL!': Data Missing or Not Applicable

## Gender

**Description:** The gender of the customer.

**Options:**

- 'Female': Identifies as female.
- 'Male': Identifies as male.
- NaN: Data is missing or not provided.

## JobCategory

**Description:** The category of the job the customer holds, indicating the sector or nature of their employment.

**Options:**

- 'Professional': Engaged in professions requiring special training or education (e.g., doctors, engineers, teachers).
- 'Sales': Engaged in selling goods or services.
- 'Service': Works in the service sector, providing services rather than goods (e.g., hospitality, customer service).
- 'Labor': Involved in manual labor, in construction, manufacturing, or similar fields.
- 'Agriculture': Works in the agricultural sector, including farming, fishing, and forestry.
- 'Crafts': Engaged in skilled trade or crafts, including artisans and technicians.
- NaN: Data is missing or not provided.

## UnionMember

**Description:** Indicates whether the customer is a member of a labor union.

**Options:**

- 'Yes': The customer is a member of a labor union.
- 'No': The customer is not a member of a labor union.

## EmploymentLength

**Description:** Represents the number of years the customer has been employed.

## Retired

**Description:** Indicates whether the customer is retired.

**Options:**

- 'Yes': The customer is retired.
- 'No': The customer is not retired.

## HHIncome

**Description:** Represents the household income category. This is a categorical representation, indicating income ranges.

## DebtToIncomeRatio

**Description:** The customer's debt-to-income ratio, indicating financial health. Expressed in %.

## CreditDebt

**Description:** Amount of credit debt in monetary units the customer has. Expressed in \$100,000s.

## OtherDebt

**Description:** Amount of non-credit related debt. Expressed in \$100,000s.

## LoanDefault

**Description:** Indicates if the customer has ever defaulted on a loan.  
**Options:**

- 'Yes': The customer has defaulted on a loan at least once.
- 'No': The customer has never defaulted on a loan.

## MaritalStatus

**Description:** The marital status of the customer.  
**Options:**

- 'Unmarried': The customer is not married.
- 'Married': The customer is married.

## HouseholdSize

**Description:** The number of people living in the customer's household.

## NumberPets

**Description:** Total number of pets owned by the customer.

## NumberCats

**Description:** Number of cats owned by the customer.

## NumberDogs

**Description:** Number of dogs owned by the customer.

## NumberBirds

**Description:** Number of birds owned by the customer.

## HomeOwner

**Description:** Indicates home ownership status.

- '1': Owns a home
- '0': Does not own a home

## CarsOwned

**Description:** Number of cars owned by the customer.

## CarOwnership

**Description:** Car ownership status, which might indicate whether the customer owns, leases, or does not have a car.

**Options:**

- 'Own': The customer owns their car.
- 'Lease': The customer leases their car.
- '-1': indicates missing, unknown, or not applicable data.

## CarBrand

**Description:** Indicates the origin of the car brand owned by the customer.

**Options:**

- 'Domestic': The car brand is domestic.
- 'Foreign': The car brand is foreign.
- '-1': indicates missing, unknown, or not applicable data.

## CarValue

**Description:** Represents the value category of the car owned by the customer.

## CommuteTime

**Description:** Estimated commute time (in minutes) of the customer.

## PoliticalPartyMem

**Description:** Indicates membership in a political party.

**Options:**

- 'Yes': The customer is a member of a political party.
- 'No': The customer is not a member of a political party.

## Votes

**Description:** Indicates if the customer typically votes in elections.

**Options:**

- 'Yes': The customer usually votes.
- 'No': The customer usually does not vote.

## CreditCard

**Description:** Type of primary credit card used by the customer.

**Options:**

- 'Mast': MasterCard

- 'Visa': Visa
- 'Disc': Discover
- 'Othe': Other
- 'AMEX': American Express

### CardTenure

**Description:** Length of time, in months, the customer has had their primary credit card.

### CardItemsMonthly

**Description:** Number of items charged to the primary credit card on a monthly basis.

### CardSpendMonth

**Description:** Total spending on the primary credit card in a month.

### ActiveLifestyle

**Description:** Indicates whether the customer leads an active lifestyle.

**Options:**

- 'Yes': The customer is considered to lead an active lifestyle.
- 'No': The customer is considered not to lead an active lifestyle.

### PhoneCoTenure

**Description:** Length of time, in months, the customer has been with their current phone company.

### VoiceLastMonth

**Description:** Amount in USD spent on voice calls last month.

### VoiceOverTenure

**Description:** Total amount spent on voice calls over the tenure with the phone company.

### EquipmentRental

**Description:** Indicates whether the customer rents any equipment from the phone company.

**Options:**

- 'Yes': The customer rents equipment.
- 'No': The customer does not rent equipment.

### EquipmentLastMonth

**Description:** Amount spent on equipment rental last month.

### EquipmentOverTenure

**Description:** Total amount spent on equipment rental over the customer's tenure with the phone company.

### CallingCard

**Description:** Indicates whether the customer uses a calling card.

**Options:**

- 'Yes': The customer uses a calling card.
- 'No': The customer does not use a calling card.

### WirelessData

**Description:** Indicates whether the customer uses wireless data services.

**Options:**

- 'Yes': The customer uses wireless data.
- 'No': The customer does not use wireless data.

### DataLastMonth

**Description:** Amount spent on wireless data last month.

### DataOverTenure

**Description:** Total amount spent on wireless data over the tenure with the phone company.

### Multiline

**Description:** Indicates whether the customer has multiple phone lines.

**Options:**

- 'Yes': The customer has multiple lines.
- 'No': The customer does not have multiple lines.

### VM

**Description:** Indicates whether the customer uses voicemail services.

**Options:**

- 'Yes': The customer uses voicemail.
- 'No': The customer does not use voicemail.

### Pager

**Description:** Indicates whether the customer owns or uses a pager.

**Options:**

- 'Yes': The customer uses a pager.
- 'No': The customer does not use a pager.

## Internet

**Description:** Indicates the type or level of internet service the customer subscribes to.

**Options:**

- 'No': The customer does not subscribe to any internet service.
- 'Yes': Indicates the customer subscribes to internet service, but without specifying the type or level or unknown.
- '2', '3', '4': No data provided.

## CallerID

**Description:** Indicates whether the customer subscribes to Caller ID services.

**Options:**

- 'Yes': Customer has Caller ID service.
- 'No': Customer does not have Caller ID service.

## CallWait

**Description:** Indicates whether the customer has Call Waiting service.

**Options:**

- 'Yes': Customer subscribes to Call Waiting service.
- 'No': Customer does not subscribe to Call Waiting service.

## CallForward

**Description:** Indicates whether the customer uses Call Forwarding service.

**Options:**

- 'Yes': Customer uses Call Forwarding service.
- 'No': Customer does not use Call Forwarding service.

## ThreeWayCalling

**Description:** Indicates whether the customer has Three-Way Calling capability.

**Options:**

- 'Yes': Customer can use Three-Way Calling.
- 'No': Customer cannot use Three-Way Calling.

## EBilling

**Description:** Indicates whether the customer uses electronic billing.

**Options:**

- 'Yes': Customer receives bills electronically.
- 'No': Customer does not receive bills electronically.

## TVWatchingHours

**Description:** Number of hours the customer spends watching TV weekly. This numerical column represents the count of hours directly.

## OwnsPC

**Description:** Indicates whether the customer owns a personal computer.

**Options:**

- 'Yes': Customer owns a PC.
- 'No': Customer does not own a PC.

## OwnsMobileDevice

**Description:** Indicates whether the customer owns a mobile device.

**Options:**

- 'Yes': Customer owns a mobile device.
- 'No': Customer does not own a mobile device.

## OwnsGameSystem

**Description:** Indicates whether the customer owns a gaming system.

**Options:**

- 'Yes': Customer owns a gaming system.
- 'No': Customer does not own a gaming system.

## OwnsFax

**Description:** Indicates whether the customer owns a fax machine.

**Options:**

- 'Yes': Customer owns a fax machine.
- 'No': Customer does not own a fax machine.

## NewsSubscriber

**Description:** Indicates whether the customer subscribes to a news service.

**Options:**

- 'Yes': Customer subscribes to news services.
- 'No': Customer does not subscribe to news services.