The dataset is from [Kaggle](https://www.kaggle.com/datasets/ankitverma2010/ecommerce-customer-churn-analysis-and-prediction/data), containing information about customers of an e-commerce company. There are 20 columns of data in total. The following summarizes the variable names and descriptions in the dataset.

CustomerID (Categorical - Nominal): Unique identifier assigned to each customer. This variable serves as an identifier and is not used for analytical purposes other than uniquely identifying customers.

Churn (Categorical - Binary): Indicates whether the customer has churned or not. It's a binary categorical variable with values TRUE (churned) or FALSE (not churned).

Tenure (Numerical - Interval): Represents the duration of the customer's association with the business. It is a quantitative and continuous variable, indicating the length of the customer's tenure.

PreferredLoginDevice (Categorical - Nominal): Represents the preferred device for customer login. This is a categorical variable with different device categories.

CityTier (Categorical - Ordinal): Indicates the tier of the city where the customer is located. It's an ordinal categorical variable with different city tier levels.

WarehouseToHome (Numerical - Interval): Represents the distance from the warehouse to the customer's home. It is a quantitative and continuous variable.

PreferredPaymentMode (Categorical - Nominal): Specifies the preferred mode of payment chosen by the customer. It's a categorical variable with different payment mode categories.

Gender (Categorical - Nominal): Represents the gender of the customer. It's a categorical variable with two possible values: Male or Female.

HourSpendOnApp (Numerical - Interval): Indicates the number of hours the customer spends on the mobile application. This variable is quantitative and continuous.

NumberOfDeviceRegistered (Numerical - Interval): Represents the number of devices registered by the customer. It is a quantitative and discrete variable.

PreferedOrderCat (Categorical - Nominal): Indicates the preferred category for ordering. This is a categorical variable with different order category options.

SatisfactionScore (Numerical - Interval): Reflects the satisfaction score given by the customer. This variable is quantitative and continuous.

MaritalStatus (Categorical - Nominal): Represents the marital status of the customer. It's a categorical variable with values like Single, Married, etc.

NumberOfAddress (Numerical - Interval): Indicates the number of addresses associated with the customer. It is a quantitative and discrete variable.

Complain (Categorical - Binary): Indicates whether the customer has lodged a complaint. It's a binary categorical variable with values TRUE or FALSE.

OrderAmountHikeFromlastYear (Numerical - Interval): Represents the percentage increase in order amount from the last year. This variable is quantitative and continuous.

CouponUsed (Numerical - Interval): Indicates the number of coupons used by the customer. It is a quantitative and discrete variable.

OrderCount (Numerical - Interval): Represents the count of orders placed by the customer. It is a quantitative and discrete variable.

DaySinceLastOrder (Numerical - Interval): Represents the number of days since the customer's last order. It is a quantitative and continuous variable.

CashbackAmount (Numerical - Interval): Reflects the cashback amount received by the customer. This variable is quantitative and continuous.