Credit Score

* Variable Type – Numeric Continuous
* No units (Or perhaps simple ‘points’)
* Description – Refers to the credit score of the customer, this will usually have an impact on whether the customer will churn

Geography

* Variable Type – Nominal Categorical
* No units
* Description – Refers to the location of the customer, this may have an impact on their decision to leave the bank

Gender

* Variable Type – Nominal Categorical
* No units
* Description – The gender identity of the customer. There may be some links to explore between this and a customer's likelihood of leaving the bank

Age

* Variable Type – Numeric Discrete
* Years
* Description – The age of the customer, this seems relevant as older people are less likely to leave their bank

Tenure

* Variable Type - Numeric Continuous.
* Units - Years
* Description - Refers to the number of years that the customer has been a client of the bank.

Balance

NumOfProducts

HasCrCard

IsActiveMember

EstimatedSalary

Exited