Customer churn data dictionary

File: churn.xlsx

Variable	Description
CallFailure	Number calls that failed to connect
Complains	Whether or not the customer has filed a complaint
SubscriptionLength	Length of subscription in months
ChargeAmount	Categorical charge, where 1 = lowest charge and 9 = highest charge
SecondsUse	Number of seconds of use in the past year
FrequencyUse	Total number of calls in the past year
FrequencySMS	Total number of SMS in the past year
DistinctCalls	Number of distinct numbers called in the past year
AgeGroup	Customer age group category (1 = youngest; 5 = oldest)
TariffPlan	1 = Pay as you go; 2 = Contract
Status	1 = active; 2 = not active
Age	Customer age
CustomerValue	The projected value of the customer for the following year
Churn	Whether or not the customer churned in the past year (1 = churned; 0 = did not churn)