Course 7
Part 2

Data Analysis Using Tableau

Data Dictionary

Following are the fields of the bank churn data.

1. **CLIENTNUM:** Client number. Unique identifier for the customer holding the account.
2. **Attrition_Flag:** Internal event (customer activity) variable. If the account is closed, then it is 1, otherwise it is 0.
3. **Customer_Age:** Demographic variable - Customer's age in years
4. **Gender:** Demographic variable - M=Male, F=Female
5. **Dependent_count:** Demographic variable - Number of dependents
6. **Education_Level:** Demographic variable - Educational qualification of the account holder (example: high school, college graduate, etc.)
7. **Marital_Status:** Demographic variable - Married, Single, Divorced, Unknown
8. **Income_Category:** Demographic variable - Annual income category of the account holder (< $40K, $40K - 60K, $60K - $80K, $80K-$120K, > $120K, Unknown)
9. **Card_Category:** Product Variable - Type of card (Blue, Silver, Gold, Platinum)
10. **Region:** The region to which the account holder belongs
11. **Months_on_book:** The period since the loan is purchased
12. **Total_Relationship_count:** Years of relationship with the bank
13. **Months_Inactive_12_mon:** Months of inactivity in the last 12 months
14. **Contacts_Count_12_mon:** Contact made by bank in the last 12 months
15. **Credit_Limit:** Credit limit offered by the bank on the card
16. **Total_Revolving_Bal:** Balance that carries over month to month
17. **Avg_Open_to_Buy:** Difference between the credit limit assigned to a card holder and the present balance on the account
18. **Total_Trans_Amt:** The total amount transacted by the customer

19. **Total_Trans_Ct:** The total number of transactions by the card holder(Last 12 months).
20. **Average_Utilzation_Ratio:** Utilization of card and calculated average