# 1. Resumen descriptivo de las variables

Tabla 1. Resumen descriptivo de las variables

| **Variable** | **Media** | **Desv.Est.** | **Min** | **P25** | **Mediana** | **P75** | **Max** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| customer\_age\_months | 13.896801639 | 11.160078 | 0 | 5.0 | 11 | 20.000000 | 67 |
| chi\_month0 | 87.316685048 | 66.282788 | 0 | 24.5 | 87 | 139.000000 | 298 |
| chi\_change\_0\_1 | 5.058610367 | 30.828767 | -125 | -8.0 | 0 | 15.000000 | 208 |
| support\_cases\_month0 | 0.706317945 | 1.723961 | 0 | 0.0 | 0 | 1.000000 | 32 |
| support\_cases\_change\_0\_1 | -0.006932409 | 1.870942 | -29 | 0.0 | 0 | 0.000000 | 31 |
| sp\_month0 | 0.812781207 | 1.320530 | 0 | 0.0 | 0 | 2.666667 | 4 |
| sp\_change\_0\_1 | 0.030168983 | 1.460336 | -4 | 0.0 | 0 | 0.000000 | 4 |
| logins\_change\_0\_1 | 15.727902946 | 42.119061 | -293 | -1.0 | 2 | 23.000000 | 865 |
| blog\_change\_0\_1 | 0.157239641 | 4.660607 | -75 | 0.0 | 0 | 0.000000 | 217 |
| views\_change\_0\_1 | 96.310540413 | 3,152.411673 | -28,322 | -11.0 | 0 | 27.000000 | 230,414 |
| days\_since\_last\_login\_change\_0\_1 | 1.764613203 | 17.966020 | -648 | 0.0 | 0 | 3.000000 | 61 |

Fuente: elaboración propia con base en datos de QWE Inc.