

# Alphabetic List of Variables and Attributes

MOU = MINUTES OF USE  
 REV = REVENUE  
 QTY = NUMBER OF CALLS  
 SUBS = SUBSCRIBERS  
 NBR = NUMBER  
 MRC = monthly recurring charges

#	Variable	Type	Len	Format	Informat	Label
173	Customer_ID	Num	8	BEST12.	F12.	Unique tournament specific customer ID
155	HHstatin	Char	1	\$F1.	\$F1.	Prem Household Status Ind
121	REF_QTY	Num	8	F5.	F5.	Total Number of Referrals
98	actvsbbs	Num	4	BEST12.	F12.	Number of Active Subs
110	adjmou	Num	8	BEST12.	F12.	adjusted minutes of usage
111	adjqty	Num	8	BEST12.	F12.	adjusted quantity of calls
109	adjrev	Num	8	BEST12.	F12.	adjusted revenue
150	adults	Char	1	\$F1.	\$F1.	Number of Adults in HH
145	age1	Char	2	\$F2.	\$F2.	Age of 1st household member
146	age2	Char	2	\$F2.	\$F2.	Age of 2nd household member
127	area	Char	30	\$F30.	\$F30.	Area
102	asl_flag	Char	1	\$F1.	\$F1.	Account Spending Limits
54	attempt_Mean	Num	8	BEST12.	F12.	Attempted Calls
91	attempt_Range	Num	8	BEST12.	F12.	Attempted Calls
115	avg3mou	Num	4	BEST12.	F12.	Subs Last 3 months avg: MOU
116	avg3qty	Num	4	BEST12.	F12.	Subs Last 3 months avg: QTY
117	avg3rev	Num	4	BEST12.	F12.	Subs Last 3 months avg: REV
118	avg6mou	Num	4	BEST12.	F12.	Subs Last 6 months avg: MOU
119	avg6qty	Num	4	BEST12.	F12.	Subs Last 6 months avg: QTY
120	avg6rev	Num	4	BEST12.	F12.	Subs Last 6 months avg: REV
113	avgmou	Num	8	BEST12.	F12.	average minutes of use
114	avgqty	Num	8	BEST12.	F12.	average number of calls
112	avgrev	Num	8	BEST12.	F12.	average revenue
24	blk_dat_Mean	Num	8	BEST12.	F12.	nbr_blocked_calls_data (Failed Calls)
61	blk_dat_Range	Num	8	BEST12.	F12.	nbr_blocked_calls_data (Failed Calls)
23	blk_vce_Mean	Num	8	BEST12.	F12.	nbr_blocked_calls_voice (Failed Calls)
60	blk_vce_Range	Num	8	BEST12.	F12.	nbr_blocked_calls_voice (Failed Calls)
56	callfwdv_Mean	Num	8	BEST12.	F12.	Call Forward Calls
93	callfwdv_Range	Num	8	BEST12.	F12.	Call Forward Calls
57	callwait_Mean	Num	8	BEST12.	F12.	Call Wait Calls
94	callwait_Range	Num	8	BEST12.	F12.	Call Wait Calls
170	car_buy	Char	7	\$F7.	\$F7.	New or Used car buyer
154	cartype	Char	1	\$F1.	\$F1.	Dominant Vehicle Lifestyle
35	cc_mou_Mean	Num	8	BEST12.	F12.	nbr_unrnd_MOU_cust_care_calls
72	cc_mou_Range	Num	8	BEST12.	F12.	nbr_unrnd_MOU_cust_care_calls
34	ccrndmou_Mean	Num	8	BEST12.	F12.	Customer Care Rounded MOU
71	ccrndmou_Range	Num	8	BEST12.	F12.	Customer Care Rounded MOU
19	change_mou	Num	8	BEST12.	F12.	% change of minutes of use
20	change_rev	Num	8	BEST12.	F12.	% change of revenue
149	children	Char	1	\$F1.	\$F1.	Children present in HH
95	churn	Num	8	BEST12.	F12.	Dependent Variable: Churn between 31-60 days after obs_date
32	comp_dat_Mean	Num	8	BEST12.	F12.	nbr_calls_completed_data
69	comp_dat_Range	Num	8	BEST12.	F12.	nbr_calls_completed_data
31	comp_vce_Mean	Num	8	BEST12.	F12.	nbr_calls_completed_voice
68	comp_vce_Range	Num	8	BEST12.	F12.	nbr_calls_completed_voice
55	complete_Mean	Num	8	BEST12.	F12.	Completed Calls
92	complete_Range	Num	8	BEST12.	F12.	Completed Calls
101	crclscod	Char	2	\$2.	\$2.	Credit Class Code
169	credited	Char	1	\$F1.	\$F1.	Credit Card Indicator
99	crtcount	Num	4	BEST12.	F12.	Number of Courtesy Credits
126	csa	Char	10	\$10.	\$10.	Communications Service Area
33	custcare_Mean	Num	8	BEST12.	F12.	Customer Care Calls
70	custcare_Range	Num	8	BEST12.	F12.	Customer Care Calls
4	da_Mean	Num	8	BEST12.	F12.	directory_assisted mean
13	da_Range	Num	8	BEST12.	F12.	directory_assisted range
8	datovr_Mean	Num	8	BEST12.	F12.	data overuse mean
17	datovr_Range	Num	8	BEST12.	F12.	data overuse range
125	div_type	Char	3	\$F3.	\$3.	Division Type Code
53	drop_blk_Mean	Num	8	BEST12.	F12.	Drop/Block Calls

90	drop_blk_Range	Num	8	BEST12.	F12.	Drop/Block Calls
22	drop_dat_Mean	Num	8	BEST12.	F12.	nbr_dropped_calls_data (Failed Calls)
59	drop_dat_Range	Num	8	BEST12.	F12.	nbr_dropped_calls_data (Failed Calls)
21	drop_vce_Mean	Num	8	BEST12.	F12.	nbr_dropped_calls_voice (Failed Calls)
58	drop_vce_Range	Num	8	BEST12.	F12.	nbr_dropped_calls_voice (Failed Calls)
128	dualband	Char	1	\$F1.	\$F1.	Dualband
158	dwlsize	Char	1	\$F1.	\$F1.	Dwelling Size
142	dwltype	Char	1	\$F1.	\$F1.	Dwelling Unit Type
160	educ1	Char	1	\$F1.	\$F1.	Education for 1st Individual
172	eqpdays	Num	8	BEST12.	F12.	Number of days of the current equipment
163	ethnic	Char	1	\$F1.	\$F1.	Ethnicity Roll-Up Code
159	forgrntvl	Char	1	\$F1.	\$F1.	Foreign Travel Dummy Var
130	hnd_price	Num	8	DOLLAR16.15	F10.	Handset Price
135	hnd_webcap	Char	4	\$F4.	\$F4.	Handset Web Capable
152	income	Char	1	\$F1.	\$F1.	Estimated Income
151	infobase	Char	1	\$F1.	\$F1.	Infobase Match
36	inonemin_Mean	Num	8	BEST12.	F12.	Inbound Calls Less Than One Minute
73	inonemin_Range	Num	8	BEST12.	F12.	Inbound Calls Less Than One Minute
43	iwyliis_vce_	Num	8	BEST12.	F12.	nbr_inbound_wyilis2wyilis_voice_call Mean
80	iwyliis_vce_	Num	8	BEST12.	F12.	nbr_inbound_wyilis2wyilis_voice_call Range
164	kid0_2	Char	1	\$F1.	\$F1.	Kid 0-2 years of age in HH
167	kid11_15	Char	1	\$F1.	\$F1.	Kid 11-15 years of age in HH
168	kid16_17	Char	1	\$F1.	\$F1.	Kid 16-17 years of age in HH
165	kid3_5	Char	1	\$F1.	\$F1.	Kid 3-5 years of age in HH
166	kid6_10	Char	1	\$F1.	\$F1.	Kid 6-10 years of age in HH
133	last_swap	Num	4	MMDDYY10.	F10.	Date of Last Phone Swap
141	lor	Char	2	\$F2.	\$F2.	Length of Residence
156	mailflag	Char	1	\$F1.	\$F1.	DMA Do Not Mail Flag
144	mailordr	Char	1	\$F1.	\$F1.	Mail Order Buyer
148	mailresp	Char	1	\$F1.	\$F1.	Mail Responder
143	marital	Char	1	\$F1.	\$F1.	Marital Status
134	models	Num	4	BEST12.	F12.	# Models Issued
96	months	Num	4	BEST12.	F12.	Months in Service
2	mou_Mean	Num	8	F14.10	F14.2	MINUTE_QTY
11	mou_Range	Num	8	F14.2	F14.2	MINUTE_QTY
39	mou_cdat_Mean	Num	8	BEST12.	F12.	nbr_unrnd_mou_completed_data_calls
76	mou_cdat_Range	Num	8	BEST12.	F12.	nbr_unrnd_mou_completed_data_calls
38	mou_cvce_Mean	Num	8	BEST12.	F12.	nbr_unrnd_mou_completed_voice_calls
75	mou_cvce_Range	Num	8	BEST12.	F12.	nbr_unrnd_mou_completed_voice_calls
52	mou_opkd_Mean	Num	8	BEST12.	F12.	nbr_unrnd_mou_off_peak_data_calls
89	mou_opkd_Range	Num	8	BEST12.	F12.	nbr_unrnd_mou_off_peak_data_calls
51	mou_opkv_Mean	Num	8	BEST12.	F12.	nbr_unrnd_mou_off_peak_voice_calls
88	mou_opkv_Range	Num	8	BEST12.	F12.	nbr_unrnd_mou_off_peak_voice_calls
48	mou_pead_Mean	Num	8	BEST12.	F12.	nbr_unrnd_mou_peak_data_calls
85	mou_pead_Range	Num	8	BEST12.	F12.	nbr_unrnd_mou_peak_data_calls
47	mou_peav_Mean	Num	8	BEST12.	F12.	nbr_unrnd_mou_peak_voice_calls
84	mou_peav_Range	Num	8	BEST12.	F12.	nbr_unrnd_mou_peak_voice_calls
40	mou_rvce_Mean	Num	8	BEST12.	F12.	nbr_unrnd_mou_received_voice_calls
77	mou_rvce_Range	Num	8	BEST12.	F12.	nbr_unrnd_mou_received_voice_calls
44	mouiwyliisv_	Num	8	BEST12.	F12.	nbr_unrnd_mou_inbnd_wyilis2wyilis_voice_calls mean
81	mouiwyliisv_	Num	8	BEST12.	F12.	nbr_unrnd_mou_inbnd_wyilis2wyilis_voice_calls
range						
42	mouowyliisv_	Num	8	BEST12.	F12.	nbr_unrnd_mou_outbnd_wyilis2wyilis_voice_call mean
79	mouowyliisv_	Num	8	BEST12.	F12.	nbr_unrnd_mou_outbnd_wyilis2wyilis_voice_call
range						
137	mtrcycle	Char	1	\$F1.	\$F1.	Motorcycle Indicator
100	new_cell	Char	1	\$1.	\$1.	New Cell Phone User
153	numbcars	Char	1	\$F1.	\$F1.	Known Number of Vehicles
139	occu1	Char	1	\$F1.	\$F1.	Occupation for 1st Individual
50	opk_dat_Mean	Num	8	BEST12.	F12.	nbr_off_peak_data_calls
87	opk_dat_Range	Num	8	BEST12.	F12.	nbr_off_peak_data_calls
49	opk_vce_Mean	Num	8	BEST12.	F12.	nbr_off_peak_voice_calls
86	opk_vce_Range	Num	8	BEST12.	F12.	nbr_off_peak_voice_calls
5	ovrmou_Mean	Num	8	BEST12.	F12.	Overage minutes of use, mean
14	ovrmou_Range	Num	8	BEST12.	F12.	Overage minutes of use, range
6	ovrrev_Mean	Num	8	BEST12.	F12.	Overage revenue, mean
15	ovrrev_Range	Num	8	BEST12.	F12.	Overage revenue, range
140	ownrent	Char	1	\$F1.	\$F1.	Home Owner/Renter Status
41	owyliis_vce_	Num	8	BEST12.	F12.	nbr_outbound_wyilis2wyilis_voice_calls Mean
78	owyliis_vce_	Num	8	BEST12.	F12.	nbr_outbound_wyilis2wyilis_voice_calls Range
162	pcowner	Char	1	\$F1.	\$F1.	PC Owner Dummy Var
46	peak_dat_Mean	Num	8	BEST12.	F12.	nbr peak data calls

83	peak_dat_Range	Num	8	BEST12.	F12.	nbr_peak_data_calls
45	peak_vce_Mean	Num	8	BEST12.	F12.	nbr_peak_voice_calls (inbnd & outbnd)
82	peak_vce_Range	Num	8	BEST12.	F12.	nbr_peak_voice_calls (inbnd & outbnd)
132	phones	Num	4	BEST12.	F12.	# Handsets Issued
28	plcd_dat_Mean	Num	8	BEST12.	F12.	nbr_calls_placed_data(attempts)
65	plcd_dat_Range	Num	8	BEST12.	F12.	nbr_calls_placed_data(attempts)
27	plcd_vce_Mean	Num	8	BEST12.	F12.	nbr_calls_placed_voice (attempts)
64	plcd_vce_Range	Num	8	BEST12.	F12.	nbr_calls_placed_voice (attempts)
131	pre_hnd_price	Num	8	DOLLAR16.15	F10.	Previous Handset Price
124	prizm_social_	Char	2	\$F2.	\$F2.	Social Group Letter Only one
161	proptype	Char	1	\$F1.	\$F1.	Property Type Detail
30	recv_sms_Mean	Num	8	BEST12.	F12.	nbr_calls_received_sms
67	recv_sms_Range	Num	8	BEST12.	F12.	nbr_calls_received_sms
29	recv_vce_Mean	Num	8	BEST12.	F12.	nbr_calls_received_voice
66	recv_vce_Range	Num	8	BEST12.	F12.	nbr_calls_received_voice
129	refurb_new	Char	1	\$F1.	\$F1.	Handset Refurb or New
171	retdays	Num	8	BEST12.	F12.	Number of days since last retention call
1	rev_Mean	Num	8	F13.10	F13.2	CHARGE_AMT
10	rev_Range	Num	8	F13.2	F13.2	CHARGE_AMT
103	rmcalls	Num	8	F12.	F12.	Roaming Calls
104	rmmou	Num	8	F14.2	F14.2	RMMOU
105	rmrev	Num	8	F13.2	F13.2	RMREV
9	roam_Mean	Num	8	BEST12.	F12.	roaming, mean
18	roam_Range	Num	8	BEST12.	F12.	roaming, range
138	rv	Char	1	\$F1.	\$F1.	RV Indicator
157	solflag	Char	1	\$F1.	\$F1.	Infobase No Phone Sol Flag
37	threeway_Mean	Num	8	BEST12.	F12.	Three Way Calls
74	threeway_Range	Num	8	BEST12.	F12.	Three Way Calls
123	tot_acpt	Num	8	BEST12.	F12.	Total Offers Accepted From Retention Team
122	tot_ret	Num	8	BEST12.	F12.	Total Calls into Retention Team
106	totcalls	Num	4	F12.	F12.	TOTCALLS
107	totmou	Num	8	F12.7	F12.	TOTMOU
3	totmrc_Mean	Num	8	BEST12.	F12.	total MRC, mean
12	totmrc_Range	Num	8	BEST12.	F12.	total MRC, range
108	totrev	Num	8	F13.2	F13.2	TOTREV
136	truck	Char	1	\$F1.	\$F1.	Truck Indicator
26	unan_dat_Mean	Num	8	BEST12.	F12.	nbr_unanswered_calls_data
63	unan_dat_Range	Num	8	BEST12.	F12.	nbr_unanswered_calls_data
25	unan_vce_Mean	Num	8	BEST12.	F12.	nbr_unanswered_calls_voice
62	unan_vce_Range	Num	8	BEST12.	F12.	nbr_unanswered_calls_voice
97	unigsubs	Num	4	BEST12.	F12.	Number of Uniq Subs
7	vceovr_Mean	Num	8	BEST12.	F12.	voice overage, mean
16	vceovr_Range	Num	8	BEST12.	F12.	voice overage, range
147	wrkwoman	Char	1	\$F1.	\$F1.	Working Woman in HH