

METADATA

Customer status:

Customer ID - The unique ID that identifies a customer

Churn Label - Contains "Yes" or "No" to indicate if a customer churned

Churn Reason - The particular reason why the customer ended the contract

Churn Category - Groups multiple churn reasons together

Demographics:

Gender - The gender of the customer, indicated by "Male", "Female" or "Prefer not to say"

Under 30 - Indicates if the customer is under 30 with "Yes" or "No"

Senior - Indicates if the customer is 65 or above with "Yes" or "No"

Age - The age of the customer

Contract information:

Contract Type - Contains "Month to Month", "One Year" or "Two Year"

Payment method - Preferred payment method of the customer indicated with "Credit Card", "Direct Debit" or "Paper Check"

State - The code of the state where the customer lives

Phone Number - Phone number of the customer

Group - Indicates if the customer is part of a group contract. A group contract offers advantages and is generally cheaper. Contains "Yes" or "No"

Number of customers in a group - Number of customers part of the group

Subscription types & Charges:

Account Length (in months) - The number of months the customer has been with Databel

Local Calls - Amount of local (within the US) calls from the customer Amount

Intl Calls – Amount of international (outside the US) calls from the customer

Intl Mins - The number of minutes spent calling internationally. Intl Active: Indicates if the customer called internationally with a "Yes" or "No"

Intl Plan - Indicates if the customer has a premium plan to call internationally for free with "Yes" or "No". This premium is reflected in the amount of the monthly charge

Extra International Charges - Contains the extra charges for international calls for customers who are not on an international plan

Customer Service Calls - The number of calls made to customer service

Avg Monthly GB Download - Contains the average monthly download volume in gigabytes

Unlimited Data Plan - Indicates if the customer has free unlimited download capacity with "Yes" or "No". This premium is reflected in the amount of the monthly charge

Extra Data Charges - Contains the extra charges for data downloads for customers who are not on an unlimited plan

Monthly Charges - Average of all Monthly Charges to the customer

Total Charges - Sum of all monthly charge