datacamp

Metadata - Case Study:
Analyzing Customer Churn in Tableau

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 for analysis purposes.

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 above 65 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.
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 charges.