Telco Churn Data Dictionary

NAME	LABEL	ROLE	LEVEL
AVG_OB_CALL_CNT	Average number of outgoing calls over 6 months	INPUT	INTERVAL
BARRING_REASON_CD	Barring type code	INPUT	NOMINAL
CHURN_FLG	Churn flag	INPUT	NOMINAL
CUST_AGE	Customer age	INPUT	INTERVAL
CUST_ID	Customer identifier	ID	NOMINAL
CUST_SUBS_ID	Subscription identifier	ID	NOMINAL
EDUCATION_CD	Education code	INPUT	NOMINAL
GENDER_CD	Gender code	INPUT	NOMINAL
LAST_PRICE_PLAN_CHNG_DAY_CNT	No. of days since last price plan change	INPUT	INTERVAL
MTH_SINCE_DATA_ACTVN	Months since data activation service	INPUT	INTERVAL
MTH_SINCE_VM_ACTVN	Months since voice mail activation service	INPUT	INTERVAL
MTH_TO_SUBS_END_CNT	Months to subscription end	INPUT	INTERVAL
PCT_CHNG_BILL_AMT	Percent change of latest 2 months bill amount wrt previous 4 months bill amount	INPUT	INTERVAL
PCT_CHNG_IB_SMS_CNT	Percent change of latest 2 months incoming SMS wrt previous 4 months incoming SMS	INPUT	INTERVAL
PCT_CHNG_SUSPENDED_CNT	Percent change of latest 2 months suspended calls wrt previous 4 months suspended calls	INPUT	INTERVAL
REV_AMT_BASE_1	Revenue amount in base 1 month	INPUT	INTERVAL
REV_AMT_BASE_2	Revenue amount in base 2 month	INPUT	INTERVAL
REV_AMT_BASE_3	Revenue amount in base 3 month	INPUT	INTERVAL
REV_AMT_BASE_4	Revenue amount in base 4 month	INPUT	INTERVAL
REV_AMT_BASE_5	Revenue amount in base 5 month	INPUT	INTERVAL
REV_AMT_BASE_6	Revenue amount in base 6 month	INPUT	INTERVAL
SUBS_TENURE	Tenure on network	INPUT	INTERVAL
TOT_ACTV_SRV_CNT	Total no. of active services	INPUT	INTERVAL

TOT_COMPLAINT_1_MTH_CNT	Total no. of complaints in last month	INPUT	INTERVAL
TOT_DAY_LAST_COMPLAINT_CNT	No. of days since last complaint made	INPUT	INTERVAL
TOT_DAY_LAST_OB_BARRED_CNT	No. of days since last outbound barred	INPUT	INTERVAL
TOT_DAY_LAST_SUSPENDED_CNT	No. of days since last suspension	INPUT	INTERVAL
TOT_EMAIL_QUERY_CNT	Total no. of email queries in last 6 months	INPUT	INTERVAL
TOT_IB_CALL_CNT	Total number of incoming calls over 6 months	INPUT	INTERVAL
TOT_IB_CALL_DUR	Total duration of incoming calls over 6 months	INPUT	INTERVAL
TOT_MTH_LAST_SUSPENDED_CNT	No. of months since last suspension	INPUT	INTERVAL
TOT_OB_CALL_CNT	Total number of outgoing calls over 6 months	INPUT	INTERVAL
TOT_OB_CALL_INTL_CNT	Total number of international calls over 6 months	INPUT	INTERVAL
TOT_OB_CALL_INTL_ROAM_CNT	Total number of international roaming calls over 6 months	INPUT	INTERVAL
TOT_OB_CALL_LOC_CNT	Total number of local calls over 6 months	INPUT	INTERVAL
TOT_OB_CALL_NAT_CNT	Total number of national calls over 6 months	INPUT	INTERVAL
TOT_OB_CALL_NAT_ROAM_CNT	Total number of roaming calls over 6 months	INPUT	INTERVAL
TOT_OUTSTAND_60_90_DAY_AMT	Outstanding amount in 60 to 90 days delinquency period	INPUT	INTERVAL
TOT_PROF_AMT	Total profitability of a subscription	INPUT	INTERVAL
TOT_REV_AMT	Customer Value	INPUT	INTERVAL
TOT_REV_FIX_AMT	Total revenue due to calls to fixline	INPUT	INTERVAL
TOT_REV_GPRS_AMT	Total revenue due to GPRS	INPUT	INTERVAL
TOT_REV_INET_AMT	Total revenue due to internet	INPUT	INTERVAL
TOT_SRV_ADDED_CNT	No. of services added in last 6 months	INPUT	INTERVAL
TOT_SRV_DROPPED_CNT	No. of services dropped in last 6 months	INPUT	INTERVAL
name	Subscriber Name	TEXT	NOMINAL