Telco Churn Data Dictionary

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| **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 |