

# Metadata - Case Study:

## Analyzing Customer Churn in Tableau

### Customer status:

<b>Customer ID</b>	The unique ID that identifies a customer
<b>Churn Label</b>	Contains "Yes" or "No" to indicate if a customer churned
<b>Churn Reason</b>	The particular reason why the customer ended the contract
<b>Churn Category</b>	Groups multiple churn reasons together for analysis purposes

### Demographics:

<b>Gender</b>	The gender of the customer, indicated by "Male", "Female" or "Prefer not to say"
<b>Under 30</b>	Indicates if the customer is under 30 with "Yes" or "No"
<b>Senior</b>	Indicates if the customer is above 65 with "Yes" or "No"
<b>Age</b>	The age of the customer

### Contract information:

<b>Contract Type</b>	Contains "Month-to-Month", "One Year" or "Two Year"
<b>Payment Method</b>	Preferred payment method of the customer indicated with "Credit Card", "Direct Debit" or "Paper Check"
<b>State</b>	The code of the state where the customer lives
<b>Phone Number</b>	Phone number of the customer
<b>Group</b>	Indicates if the customer is part of a group contract. A group contract offers advantages and is generally cheaper. Contains "Yes" or "No"
<b>Number of customers in a group</b>	Number of customers part of the group

### Subscription types & Charges:

<b>Account Length (in months)</b>	The number of months the customer has been with Databel
<b>Local Calls</b>	Amount of local (within the US) calls from the customer
<b>Intl Calls</b>	Amount of international (outside the US) calls from the customer
<b>Intl Mins</b>	The number of minutes spent calling internationally. Intl Active: Indicates if the customer called internationally with a "Yes" or "No"
<b>Intl Plan</b>	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
<b>Extra International Charges</b>	Contains the extra charges for international calls for customers who are not on an international plan
<b>Customer Service Calls</b>	The number of calls made to customer service
<b>Avg Monthly GB Download</b>	Contains the average monthly download volume in gigabytes
<b>Unlimited Data Plan</b>	Indicates if the customer has free unlimited download capacity with "Yes" or "No". This premium is reflected in the amount of the monthly charge
<b>Extra Data Charges</b>	Contains the extra charges for data downloads for customers who are not on an unlimited plan
<b>Monthly Charges</b>	Average of all Monthly Charges to the customer
<b>Total Charges</b>	Sum of all monthly charges