datacamp

Metadata - Case Study:
Analyzing Customer Churn in Power BI

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 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
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