

Data Dictionary:

Position	Variable Name	Variable Description
1	revenue	Mean monthly revenue
2	mou	Mean monthly minutes of use
3	recchrge	Mean total recurring charge
4	directas	Mean number of director assisted calls
5	overage	Mean overage minutes of use
6	roam	Mean number of roaming calls
7	changem	% Change in minutes of use
8	changer	% Change in revenues
9	dropvce	Mean number of dropped voice calls
10	blkvce	Mean number of blocked voice calls
11	unansvce	Mean number of unanswered voice calls
12	custcare	Mean number of customer care calls
13	threeway	Mean number of threeway calls
14	mourec	Mean unrounded mou received voice calls
15	outcalls	Mean number of outbound voice calls
16	incalls	Mean number of inbound voice calls
17	peakvce	Mean number of in and out peak voice calls
18	opeakvce	Mean number of in and out off-peak voice calls
19	dropblk	Mean number of dropped or blocked calls
20	callfwdv	Mean number of call forwarding calls
21	callwait	Mean number of call waiting calls
22	churn	Churn between 31-60 days after obs_date
23	months	Months in Service
24	uniqsubs	Number of Uniq Subs
25	actvsubs	Number of Active Subs
26	csa	Communications Service Area
27	phones	# Handsets Issued
28	models	# Models Issued
29	eqpdays	Number of days of the current equipment
30	customer	Customer ID
31	age1	Age of first HH member
32	age2	Age of second HH member
33	children	Presence of children in HH
34	credita	Highest credit rating - a
35	creditaa	High credit rating - aa
36	creditb	Good credit rating - b

37 creditc	Medium credit rating - c
38 creditde	Low credit rating - de
39 creditgy	Very low credit rating - gy
40 creditz	Lowest credit rating - z
41 prizmrur	Prizm code is rural
42 prizmub	Prizm code is suburban
43 prizmtwn	Prizm code is town
44 refurb	Handset is refurbished
45 webcap	Handset is web capable
46 truck	Subscriber owns a truck
47 rv	Subscriber owns a recreational vehicle
48 occprof	Occupation - professional
49 occcler	Occupation - clerical
50 occcft	Occupation - crafts
51 occstud	Occupation - student
52 occhmkr	Occupation - homemaker
53 occret	Occupation - retired
54 occself	Occupation - self-employed
55 ownrent	Home ownership is missing
56 marryun	Marital status unknown
57 marryyes	Married
58 marryno	Not Married
59 mailord	Buys via mail order
60 mailres	Responds to mail offers
61 mailflag	Has chosen not to be solicited by mail
62 travel	Has traveled to non-US country
63 pcown	Owns a personal computer
64 creditcd	Possesses a credit card
65 retcalls	Number of calls previously made to retention team
66 retacct	Number of previous retention offers accepted
67 newcelly	Known to be a new cell phone user
68 newcelln	Known not to be a new cell phone user
69 refer	Number of referrals made by subscriber
70 incmiss	Income data is missing
71 income	Income (0=>missing)
72 mcycle	Owns a motorcycle
73 creditad	Number of adjustments made to customer credit rating (up or down)
74 setprcm	Missing data on handset price
75 setprc	Handset price (0=>missing)
76 retcall	Customer has made call to retention team
77 calibrat	Calibration sample = 1; Validation sample = 0;
78 churndep	Churn (=missing for validation sample)