

## Description of Customer Churn Data

Churn rate is a marketing metric that describes the number of customers who leave a business over a specific time period. . Every user is assigned a prediction value that estimates their state of churn at any given time. This value is based on:

- User demographic information
- Browsing behavior
- Historical purchase data among other information

It factors in our unique and proprietary predictions of how long a user will remain a customer. This score is updated every day for all users who have a minimum of one conversion. The values assigned are between 1 and 5.

The task is to predict the churn score for a website based on the features provided in the dataset.

## Data description

The dataset folder contains the following files:

- train.csv: 36992 x 25
- test.csv: 19919 x 24

Data columns (total 24 columns):

| #  | Column                   | Non-Null | Count    | Dtype   |
|----|--------------------------|----------|----------|---------|
| 0  | Name                     | 36992    | non-null | object  |
| 1  | age                      | 36992    | non-null | int64   |
| 2  | gender                   | 36992    | non-null | object  |
| 3  | security_no              | 36992    | non-null | object  |
| 4  | region_category          | 31564    | non-null | object  |
| 5  | membership_category      | 36992    | non-null | object  |
| 6  | joining_date             | 36992    | non-null | object  |
| 7  | joined_through_referral  | 36992    | non-null | object  |
| 8  | referral_id              | 36992    | non-null | object  |
| 9  | preferred_offer_types    | 36704    | non-null | object  |
| 10 | medium_of_operation      | 36992    | non-null | object  |
| 11 | internet_option          | 36992    | non-null | object  |
| 12 | last_visit_time          | 36992    | non-null | object  |
| 13 | days_since_last_login    | 36992    | non-null | int64   |
| 14 | avg_time_spent           | 36992    | non-null | float64 |
| 15 | avg_transaction_value    | 36992    | non-null | float64 |
| 16 | avg_frequency_login_days | 36992    | non-null | object  |
| 17 | points_in_wallet         | 33549    | non-null | float64 |

|    |                              |       |          |        |
|----|------------------------------|-------|----------|--------|
| 18 | used_special_discount        | 36992 | non-null | object |
| 19 | offer_application_preference | 36992 | non-null | object |
| 20 | past_complaint               | 36992 | non-null | object |
| 21 | complaint_status             | 36992 | non-null | object |
| 22 | feedback                     | 36992 | non-null | object |
| 23 | churn_risk_score             | 36992 | non-null | int64  |