

## RingNet Telecom Churn: Data Dictionary

The dataset contains information about telecommunications customer churn behaviour. It is a fictional telco company that provides mobile phone and internet services and the data is synthetic.

It contains approximately 4000 records, each representing a customer, and contains a total of 8 variables. These variables cover a variety of aspects related to the customer behaviour, demographic and contract types.

| Column Name      | Data Type | Description                                                                   |
|------------------|-----------|-------------------------------------------------------------------------------|
| prev_month_usage | float     | Previous month mobile data usage in GB                                        |
| tenure           | integer   | Number of months the customer has stayed with the company                     |
| contract_type    | string    | Contract type: 'Fixed Contract' or 'Rolling Contract'                         |
| dob              | string    | Date of birth of the customer in the format '01 January 1901'                 |
| country          | string    | Country within the UK including England, Scotland, Wales and Northern Ireland |
| paperless        | binary    | Whether or not the customer has signed up for paperless billing               |
| mob_data         | float     | This month's mobile data usage in GB                                          |
| churn            | binary    | Customers who left within the last month                                      |

The **continous target** would be the house "mob\_data".

The **categorical target** could be "churn"