

Customer Churn Data

Description of fields:

- **CustomerID:** A unique identifier for each customer.
- **Age:** The customer's age.
- **Gender:** The customer's gender (**Male, Female, Other**).
- **AnnualIncome:** The annual income of the customer in lakhs.
- **TotalSpend:** The total amount spent by the customer in the last year.
- **YearsAsCustomer:** The number of years the individual has been a customer of the store.
- **NumOfPurchases:** The number of purchases the customer made in the last year.
- **AverageTransactionAmount:** The average amount spent per transaction.
- **NumOfReturns:** The number of items the customer returned in the last year.
- **NumOfSupportQueries:** The number of times the customer contacted support in the last year.
- **SatisfactionScore:** A score from 1 to 5 indicating the customer's satisfaction with the store.
- **LastPurchaseDaysAgo:** The number of days since the customer's last purchase.
- **EmailOptIn:** Whether the customer has opted in to receive marketing emails.
- **PromotionResponse:** The customer's response to the last promotional campaign (**Responded, Ignored, Unsubscribed**).
- **Churn:** Indicates whether the customer churned (**True, False**).