Variable description for Bucket-pricing and Winback.

Variable Name in Dataset	Definition	Comments
customer_id	The unique identifier of each customer in the dataset.	
month	Number of months that the customer has been staying with the company.	All the observations are organized on a monthly basis.
cmonth	Calendar month of the observation, starting from August of 2000	cmonth = 0 for August 2000, and increase by as an additional month passes by.
tot_tenure	Number of total months that are observed for the consumer in the dataset.	
choice	Choice made in the current month.	Choice / Plan Name / Price / Quota 0 / Stay out / -- / -- 1 / Standard / $19.95 / 6.4 2 / Premium / $27.95 / 9.6 3 / Advantage / $37.95 / 16.0 4 / Elite / $57.95 / 22.5 5 / Lite / $12.95 / 3.2 6 / Economy / $9.95 / 2 The price includes a discount of $5 for all the plans.
nswitch	Number of plan switching across the entire observation period of the consumer.	This should be a good indicator of whether a customer is value-conscious and enjoys cherry-picking.
censor_index	Percentage of DVDs sent to a customer in the current month with an MPAA rating of *PG-13* or *R.*	For example, if a consumer rented 4 movies in a month, and three of these movies are either R or PG-13, then the censor_index is calculated as (¾)*100% = 75%

priority	Average Priority Scores for DVDs sent to a customer in the current month.	
rating	Average peer-based rating for DVDs sent to a customer in the current month.	
consumption	Number of DVDs sent to the customer	
totconsumption	Total number of DVDs sent to the customer during her relationship with the rental company.	This is a constant and could be used as the measure of the total variable cost incurred to serve this customer.
acconsump	Accumulated consumption of the customer.	This is the running sum of number of DVDs sent to the customer.
quota	Maximal number of DVDs that could be consumed, given the quota restriction of the chosen plan.	Please see the "choice" row for reference about the specific quota associated with each plan.
payment	Monthly payment made by the customer.	This is defined as the subscription price received from the customer in the given month, which includes any discount and tax.
uprice	Per-rental price based on the maximal number of DVDs allowed by the plan.	
ucprice	Per-rental price based on the actual consumption	Not defined when the actual consumption is zero.
ngenre	Number of genres the customer watched during her entire lifetime.	This measure should capture the variety-seeking behavior of the customer.
op	Short for "over-purchase", defined as the difference between quota and the actual consumption.	
lead_op	Amount of over-purchase in the previous period.	Lagged value of OP, this is defined as zero for the first period.

stay	A dummy variable that takes value 1 if the consumer chooses to stay with the company and zero otherwise.	This variable is 1 as long as any of choice #1-#6 is chosen
defect	A dummy variable that takes value 1 if the consumer has ever attempted to defect the company and zero otherwise.	
accept	A dummy variable that takes value 1 if the consumer accepted either of the rescue plans offered by the company, conditional on that she has attempted defection	This value is missing (valued -99) for consumers who have never defected.