

Sort By Gender

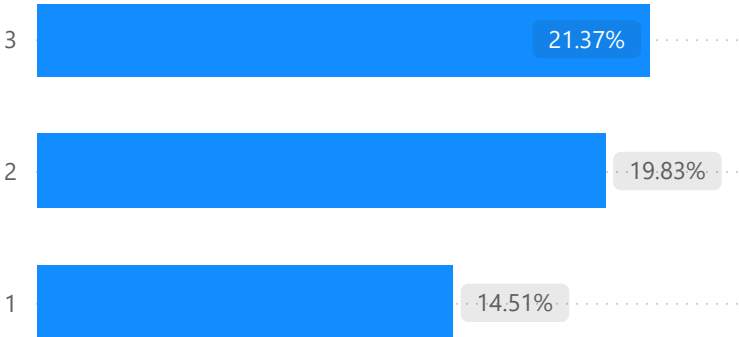
All

The dashboard offers insights into customer satisfaction and behavior within the store. The average customer satisfaction score is 3.07, with a total of 1.6k complaints recorded, indicating areas that may need attention.

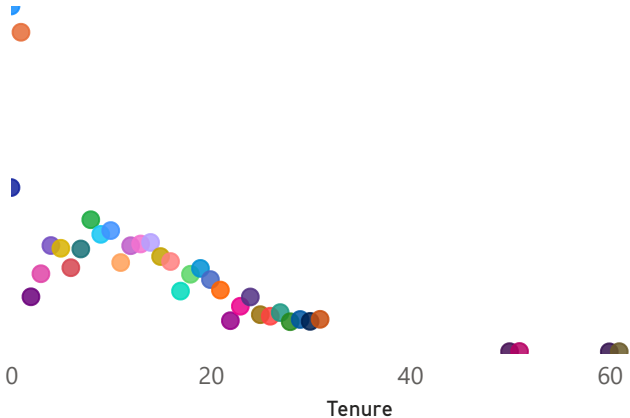
The churn rate, which reflects the percentage of customers who no longer make purchases, is at 16.89%, suggesting a potential concern for customer retention.

Additionally, churn rates vary by city tier, with Tier 3 showing the highest at 21.37%, while coupon usage remains relatively consistent between genders, with males at 38%.

Churn Rate By City Tier



Tenure vs. Order Count



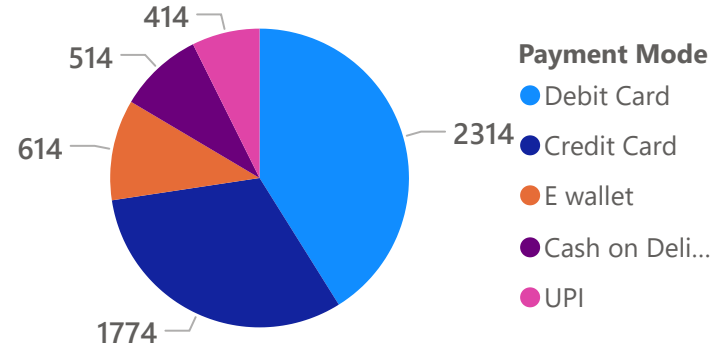
Avg Satisfaction Score By Category



Avg Customer Satisfaction Score by Gender



Complaints Made by Payment Mode



% Coupon Used By Gender

