KPIs:

1. **Churn Rate**:

	ChurnRate
▶	16.83837

2. **Average Customer Satisfaction Score**:

	AVG(SatisfactionScore)
▶	3.0668

3. **Average Order Value**:

	AVG(OrderCount)
▶	3.0080

4. **Total Number of Complaints**:

	Total_Number_of_Complaints
▶	1604

5. **Customer Tenure**:

	Average_Customer_Tenure
▶	10.189899366380917

6. **% of Customers Using Coupons**:

	Percentage_Of_Customers_Using_Coupons
▶	37.3890

Chart Requirements for Power BI:

1. **Churn Rate by City Tier** (Bar Chart):

	CityTier	Churn_Rate_By_City_Tier
▶	1	14.5117
	2	19.8347
	3	21.3705

2. **Average Satisfaction Score by Preferred Order Category** (Heat Map):

Result Grid | Filter Rows: | Ex

	PreferedOrderCat	Average_Satisfaction_Score
▶	Laptop & Accessory	3.0312
	Mobile	3.0853
	Mobile Phone	3.0810
	Others	3.0758
	Fashion	3.1065
	Grocery	3.0780

3. **Tenure vs. Order Count** (Scatter Plot):

	Tenure	Total_Orders
▶	0	956
	1	1859
	2	321
	3	455
	4	619
	5	603
	6	490
	7	599
	8	769
	9	684
	10	706
	11	520
	12	618
	13	628
	14	637
	15	555
	16	526
	17	354
	18	452
	19	486
	20	421
	21	360

4. **Complaints by Payment Mode** (Pie Chart):

PreferredPaymentMode	Complaints
Debit Card	2314
UPI	414
Credit Card	1774
Cash on Delivery	514
E wallet	614

5. **Coupon Usage Rate by Gender %** (Stacked Bar Chart):

Gender	Coupon_Usage_Rate_Percentage
Female	36.4203
Male	38.0319

6. **Customer Satisfaction Score By Gender:** (Bar Chart)

Gender	Avg_Satisfaction_Score
Female	3.1264
Male	3.0272