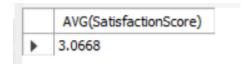
#### KPIs:

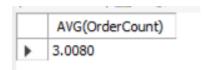
1. Churn Rate:

	ChurnRate
-	16.83837

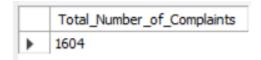
2. Average Customer Satisfaction Score:



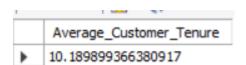
3. Average Order Value:



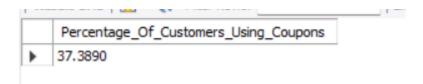
4. Total Number of Complaints:



5. Customer Tenure:



6. % of Customers Using Coupons:

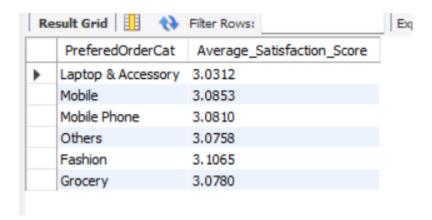


### **Chart Requirements for Power BI:**

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):



### 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
	22	100

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

Meadit did   III   V   Intel Notes			
	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