

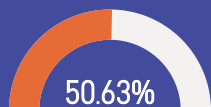
# Ecommerce Customer Churn Analysis

Last Modified: 25 Oct 2024,  
2:30 PM

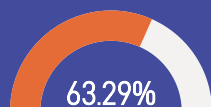
Gender

Female

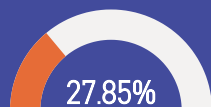
Male



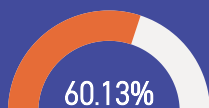
50.63% Churned Customers were Single.



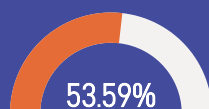
63.29% Churned Customers were male.



27.85% Churned Customers have Satisfaction Score of 5.



60.13% Churned customers order item from mobile phone category.



53.59% Churned customers register a complaint.

Total Customers

5630

Total number of Churned Customers

948

Churn Rate

16.84%

Avg number of Addresses For Churned Customers

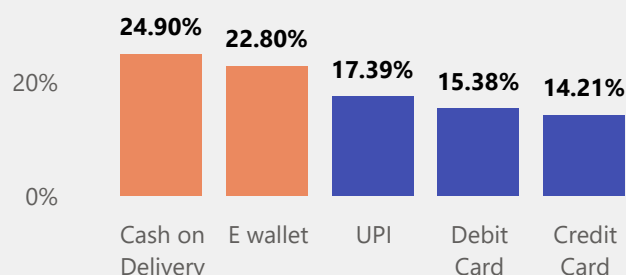
4

Avg number of days since last order by Churned Customer

3

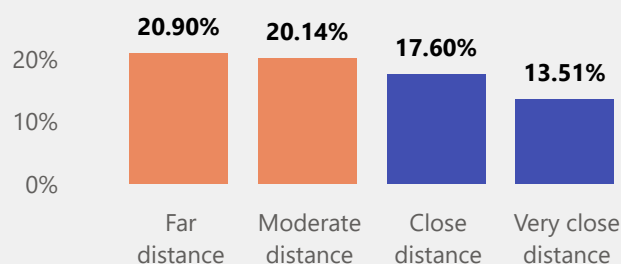
## Churn rate by preferred payment mode

COD & E-wallet users Have Higher churns.



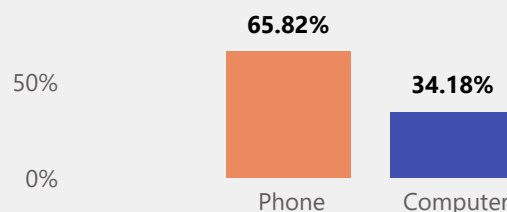
## Churn rate by warehouse to home

Far & Moderate Distance Customers Have Higher churns.



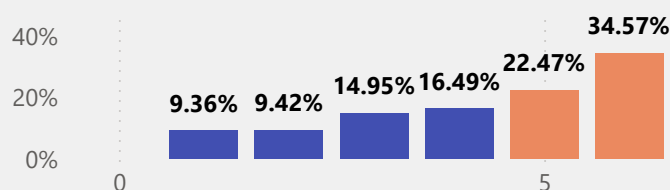
## Churn rate by preferred login device

Phone User Have Higher Churn.



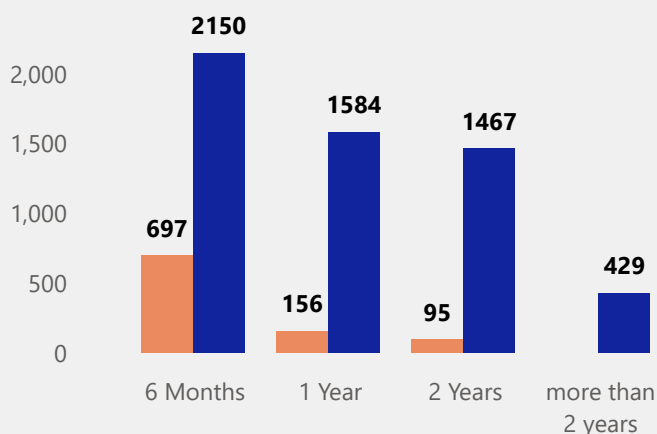
## Churn Rate by Number of Device Registered

The More the Number of Device Registered, the Higher the Churn.



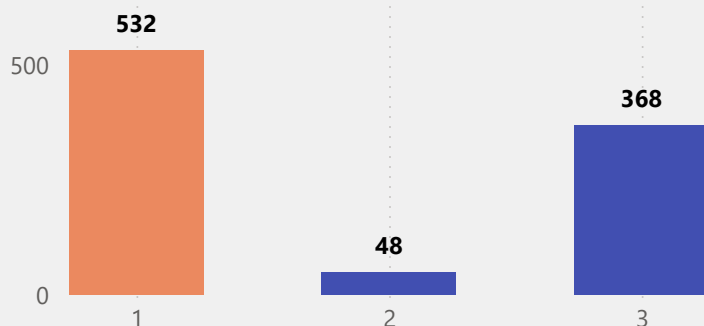
## Total Churned VS Stayed Customers by Tenure

Churned Stayed



## Total Churned Customer by Citytier

City Tier 1 usually has the best infrastructure & often contain the largest populations. City Tier 3 typically refers to smaller cities or villages with less established infrastruc...



## Churned Customers by Cashback Amount

Moderate Cashback Amount Have Higher churns.

