

ECOMMERCE CHURN



01

PROBLEM OVERVIEW

Customer churn is a major challenge for e-commerce businesses

01

PROBLEM OVERVIEW



02 OBJECTIVE

- 01 Identify at-risk customers using data-driven churn prediction models.
- 02 Analyze key factors influencing customer churn .
- 03 Enhance customer experience
- 04 Increase customer lifetime value (CLV) and reduce acquisition costs



03 FEATURES USED

Customer Demographics

- CustomerID: Unique identifier for each customer
- Gender: Male/Female
- MaritalStatus: Single/Married



Customer Engagement & Behavior

- Tenure
- HourSpendOnApp
- NumberOfDeviceRegistered
- NumberOfAddress
- DaySinceLastOrder

Shopping & Order Preferences

- PreferredLoginDevice
- PreferredPaymentMode
- PreferredOrderCat
- CityTier
- WarehouseToHome

Shopping & Order Preferences

- PreferredLoginDevice
- PreferredPaymentMode
- PreferredOrderCat
- CityTier
- WarehouseToHome

Transaction & Retention Insights

- OrderCount
- OrderAmountHikeFromLastYear
- CouponUsed
- CashbackAmount

Customer Satisfaction & Complaints

- SatisfactionScore
- Complain

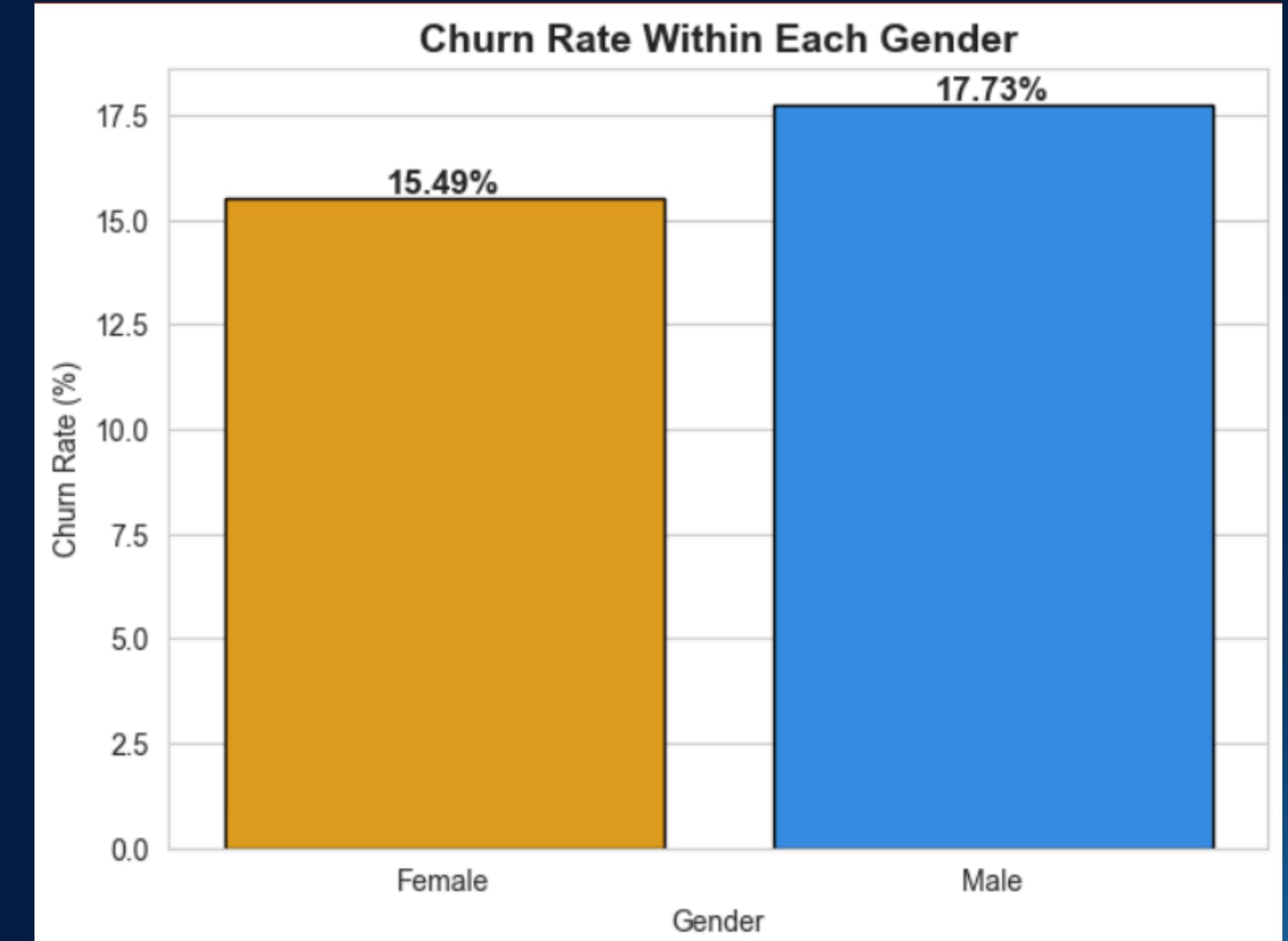
Gender Based Behavior Analysis

Churn Rate by Gender

Males have a higher churn rate (17.73%) compared to females (15.49%).

Business Actions

- Understanding why males leave—survey churned customers to identify pain points.
- Loyalty programs & personalized retention emails for male customers.

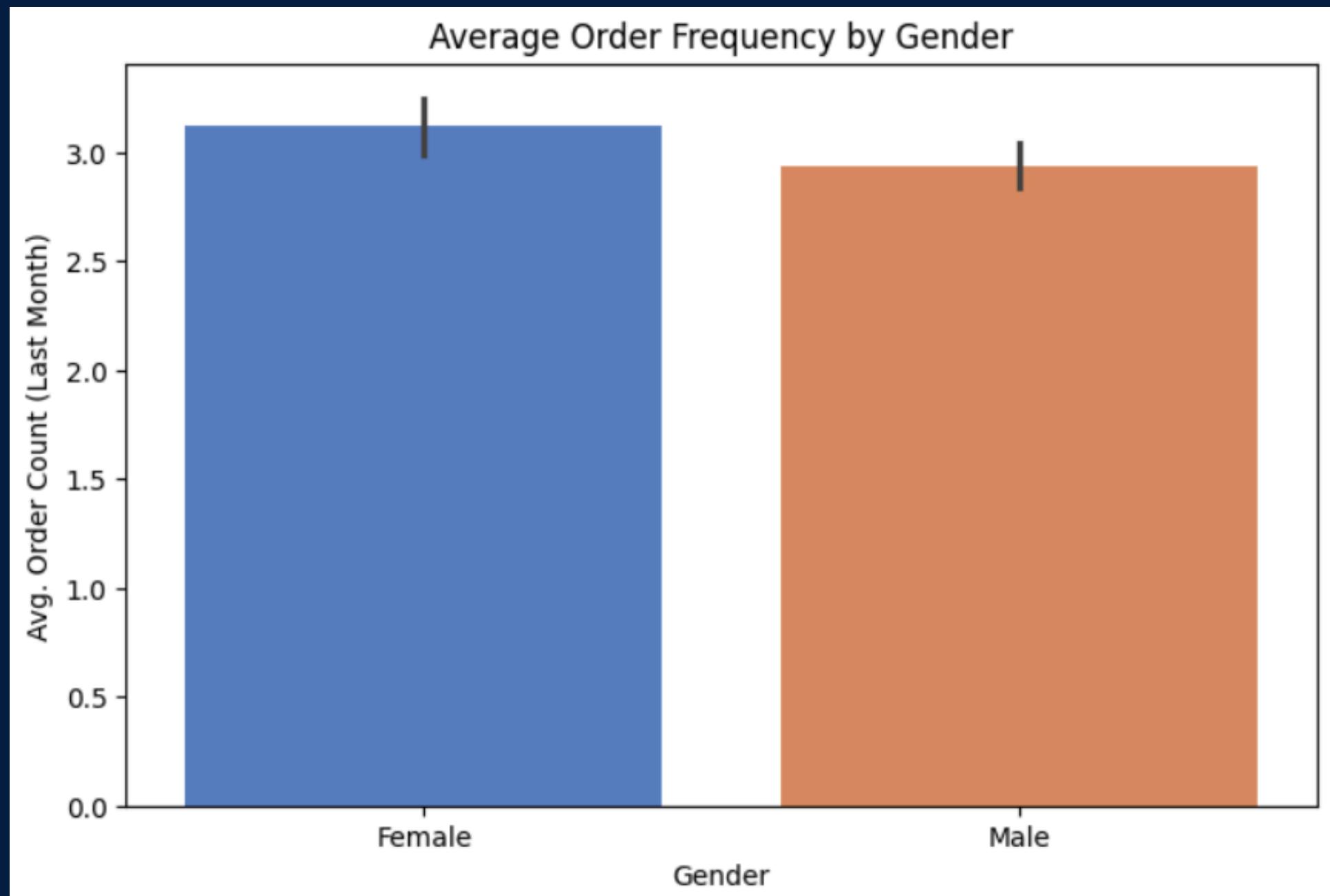


Average Order Frequency by Gender

Females order slightly more frequently than males.

Business Actions

- Encourage male customers to order more frequently through personalized incentives.
- Introduce premium membership programs with exclusive perks for frequent shoppers.



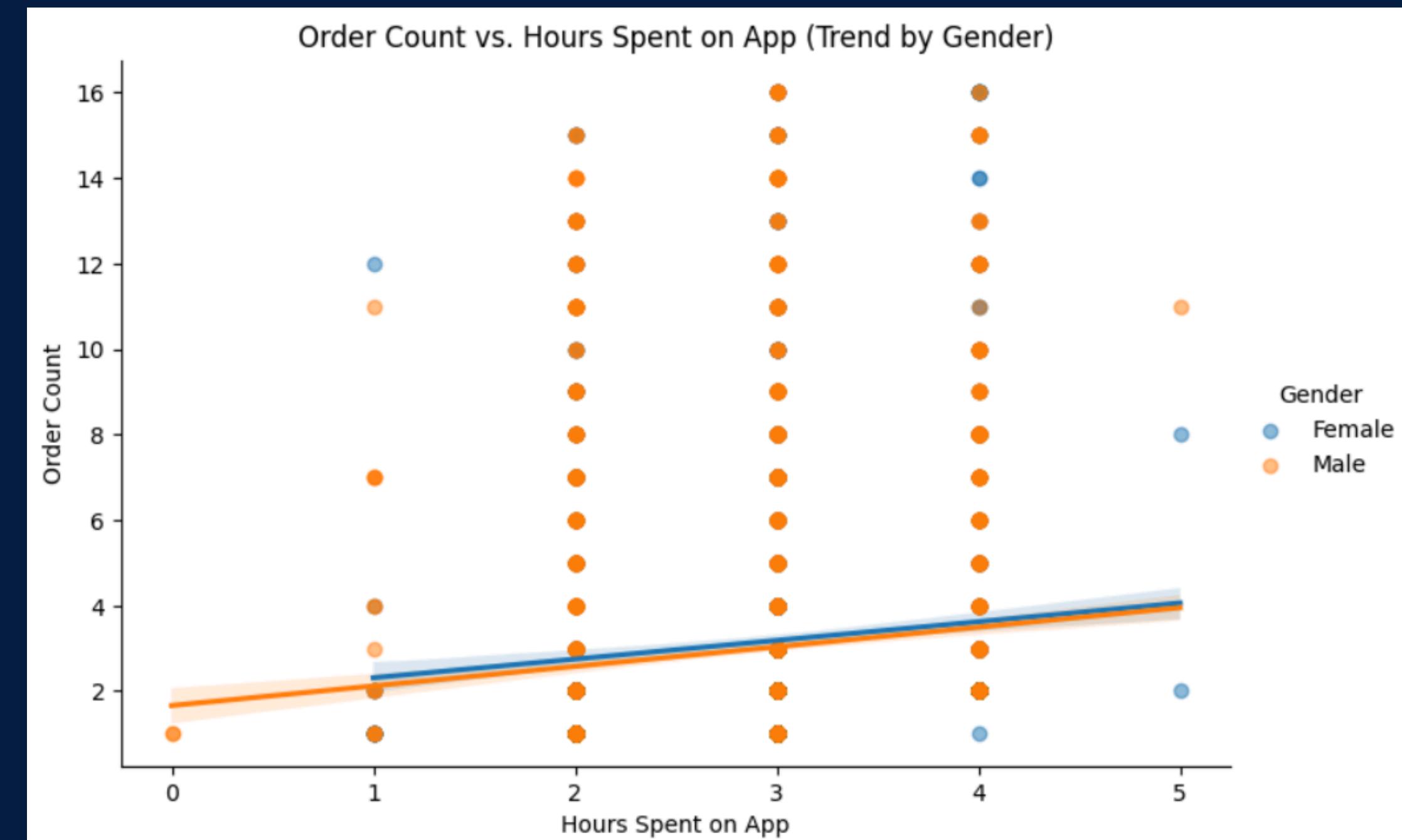
Order Count vs. Hours Spent on App (Trend by Gender)

A positive correlation exists between time spent on the app and order count for both genders.

Business Actions

Increase App Engagement through:

- Introduce interactive features to keep users engaged.
- Optimize the app experience (faster loading, better navigation) to retain users longer.



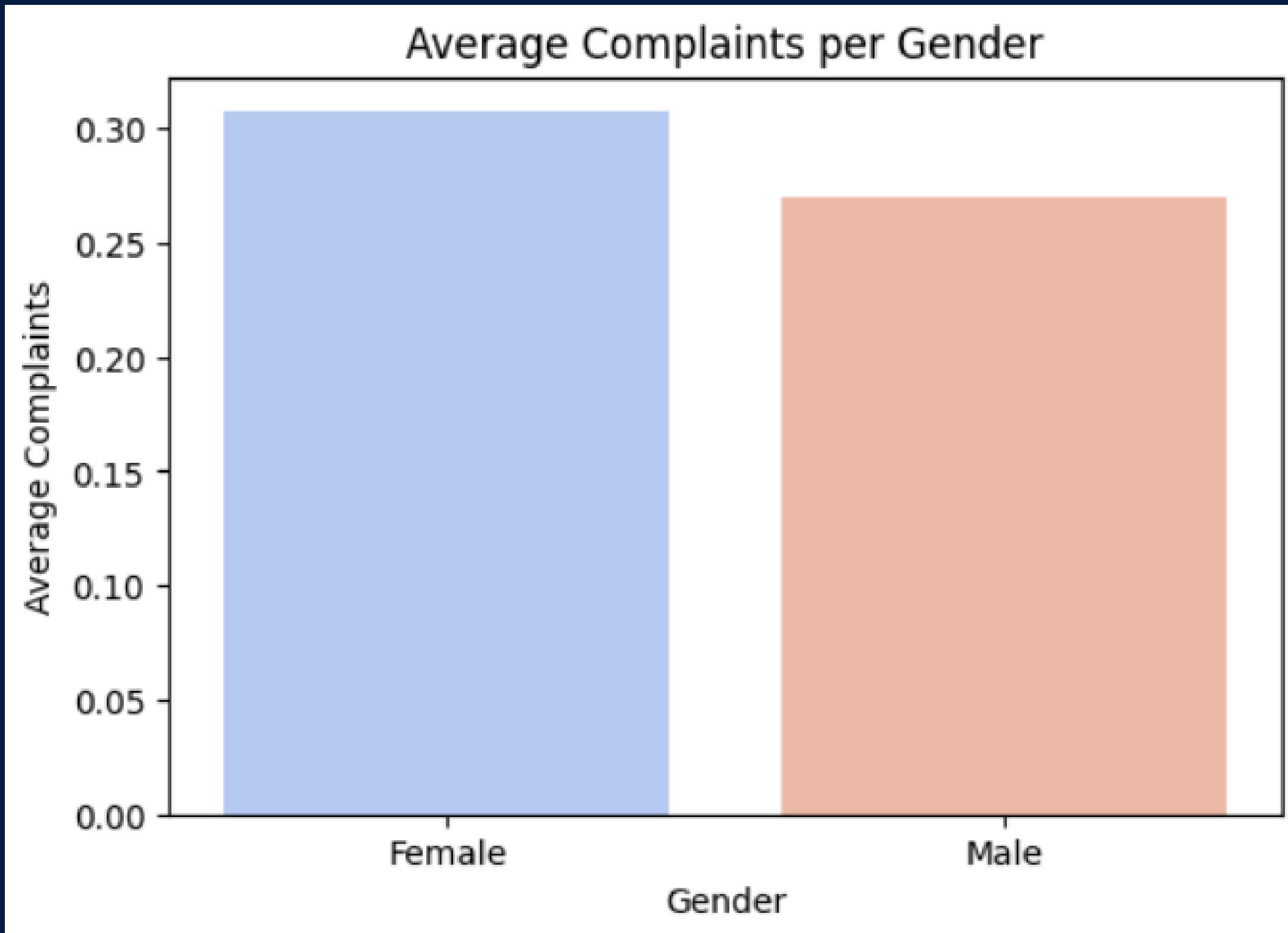
Average Complaints per Gender

Females have a slightly higher complaint rate.

Addressing complaints improves satisfaction and reduces churn.

Business Actions

- Enhance customer support, especially for female shoppers.
- Analyze common complaint types and proactively address issues.

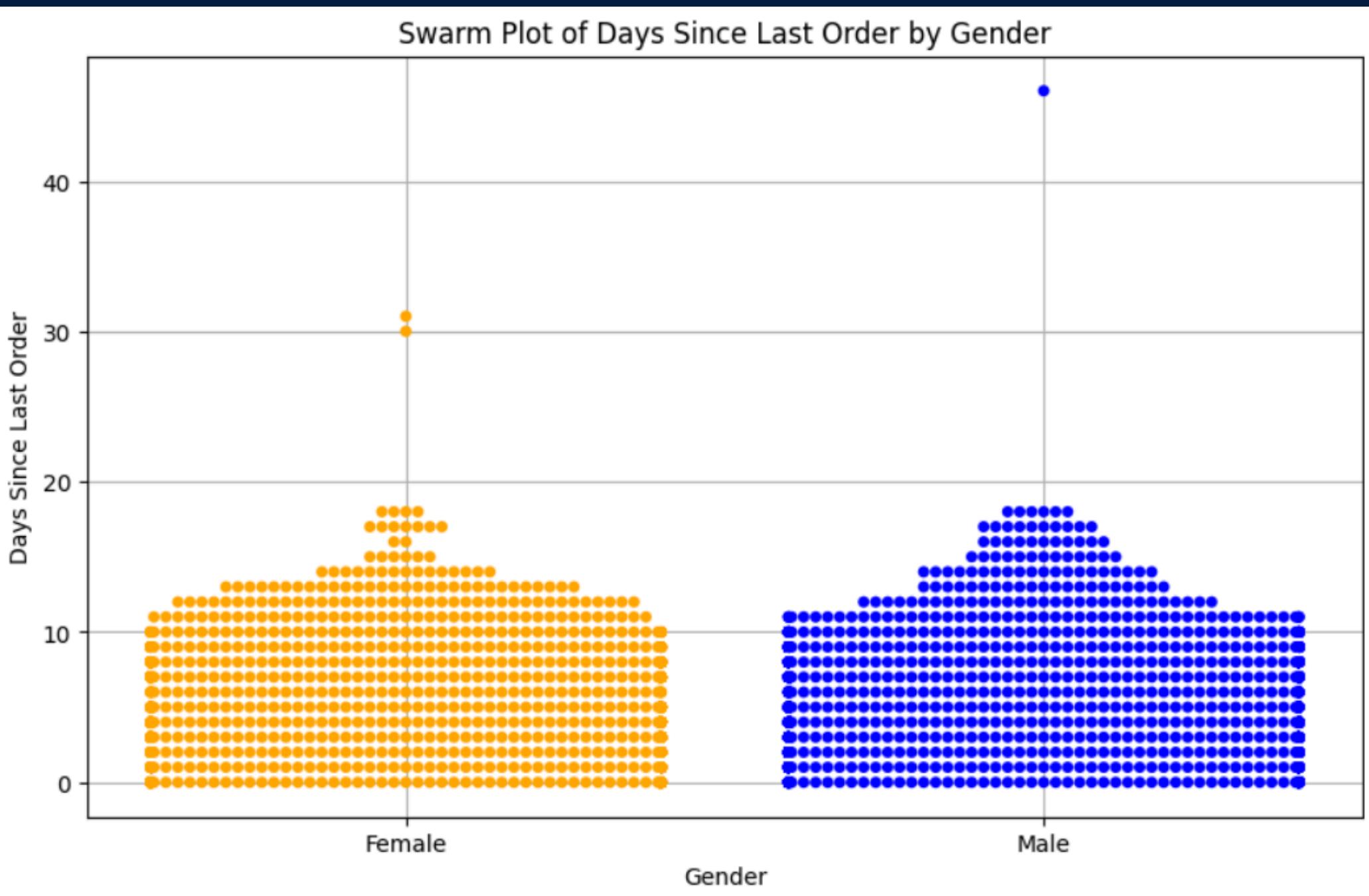


Days Since Last Order by Gender

Males tend to have slightly longer gaps between orders, with some extreme cases of long inactivity.

Business Actions

- Offer personalized discounts or limited-time offers to encourage repeat purchases.
- Create exclusive promotions for loyal customers to maintain their engagement.

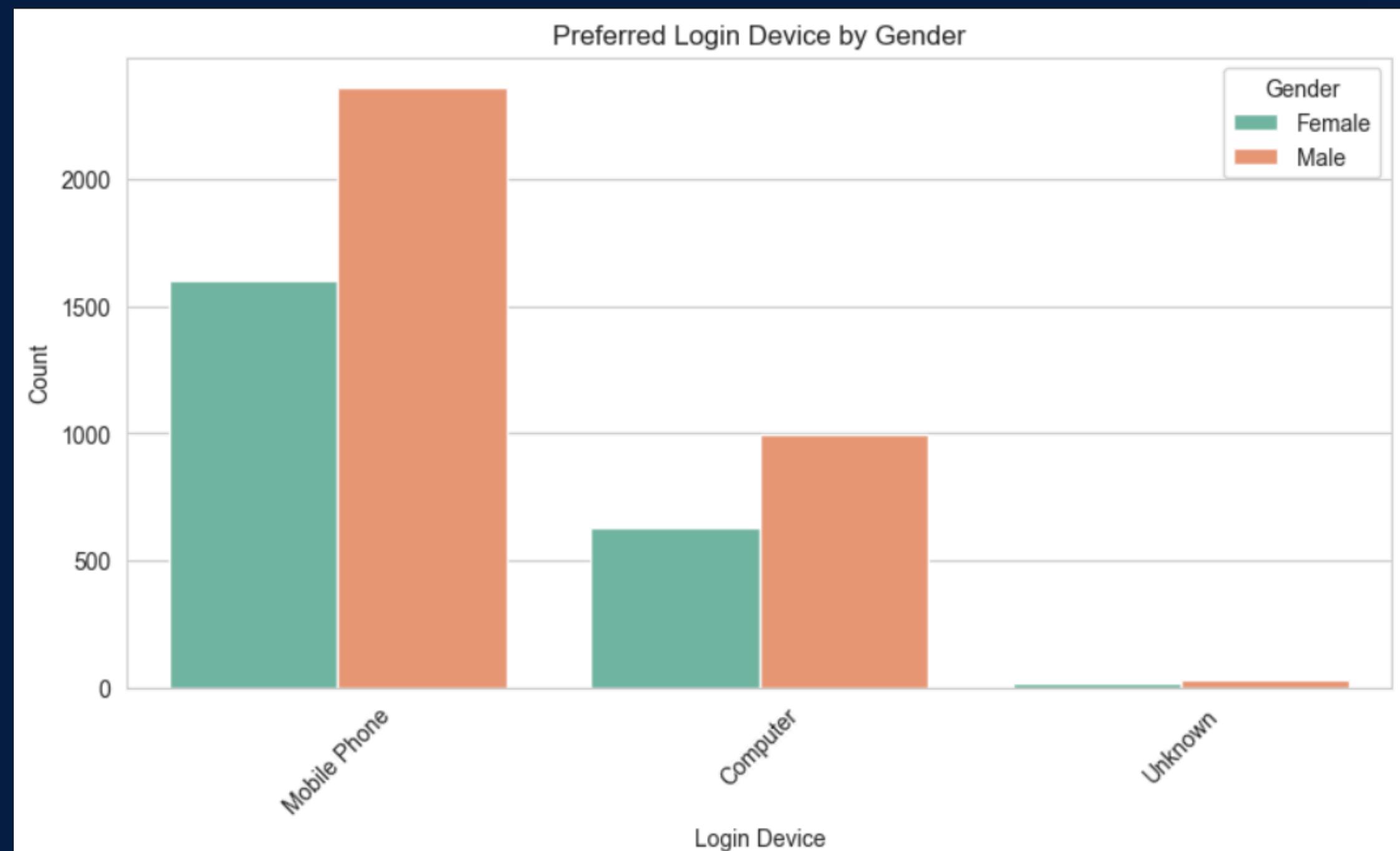


Preferred Login Device by Gender

Males and females both prefer mobile devices, but males have a stronger preference.

Business Actions

- Optimize the mobile shopping experience (faster checkout, smoother UI).
- Offer mobile-exclusive discounts to increase purchases



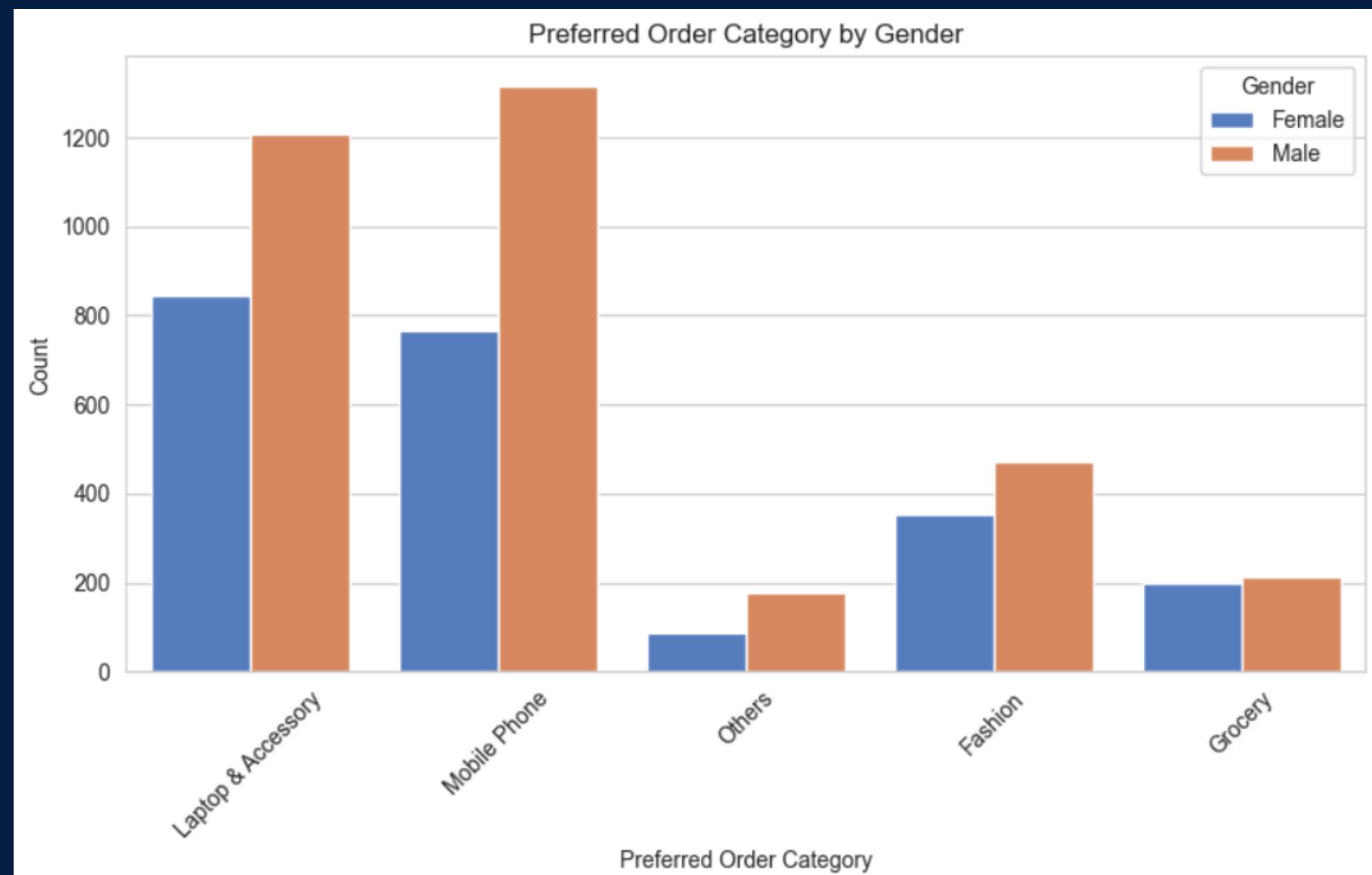
Preferred Order Category by Gender

Mobile Phones are the dominant for male customers.

Laptops & Accessories are the dominant for female customers.

Business Actions

- Promote latest phone launches, gaming features, and high-performance specs for males.
- Provide exclusive deals on accessories like bags and wireless devices for females



THANK YOU