

Data Summary Report - Velocity Retail Solutions

(Text Only)

This report provides a text-based summary of the customer data for Velocity Retail Solutions, focusing on key characteristics and potential churn indicators.

Data Information:

RangeIndex: 1000 entries, 0 to 999 Data columns (total 11 columns): # Column Non-Null Count Dtype

0 customer_id 1000 non-null object 1 retailer_name 1000 non-null object 2 retailer_industry 1000 non-null object 3 num_stores 1000 non-null int64 4 avg_monthly_revenue 1000 non-null float64 5 contract_value 1000 non-null int64 6 contract_tenure_months 1000 non-null int64 7 platform_usage_hours 1000 non-null int64 8 support_tickets_opened 1000 non-null int64 9 data_integration_issues 1000 non-null int64 10 churn 1000 non-null int64 dtypes: float64(1), int64(7), object(3) memory usage: 86.1+ KB

Descriptive Statistics:

num_stores avg_monthly_revenue contract_value contract_tenure_months platform_usage_hours support_tickets_opened data_integration_issues churn count 1000.000000 1000.000000 1000.000000 1000.000000 1000.000000 mean 49.982000 101833.333220 27266.523000 23.856000 49.208000 2.039000 4.500000 0.050000 std 28.322356 50583.163248 13084.059509 13.643952 20.150106 1.409775 2.833731 0.218054 min 1.000000 -35598.480000 5078.000000 1.000000 0.000000 0.000000 0.000000 0.000000 25% 26.000000 68142.900000 15695.000000 12.000000 36.000000 1.000000 2.000000 0.000000 50% 50.000000 101411.265000 27192.000000 24.000000 50.000000 2.000000 4.000000 0.000000 75% 74.000000 135146.197500 38607.750000 36.000000 62.000000 3.000000 7.000000 0.000000 max 99.000000 284594.190000 49993.000000 47.000000 108.000000 4.000000 9.000000 1.000000

Missing Values:

customer_id 0 retailer_name 0 retailer_industry 0 num_stores 0 avg_monthly_revenue 0 contract_value 0 contract_tenure_months 0 platform_usage_hours 0 support_tickets_opened 0 data_integration_issues 0 churn 0

Churn Distribution:

churn 0 950 1 50