# Customer Churn Business Insights Report

## 1. Executive Summary

This report analyzes customer behavior from the Olist Brazilian E-Commerce dataset. It identifies patterns that lead to customer churn and gives simple, actionable business insights to help reduce churn and improve customer satisfaction.

## 2. Business Insights

### A. Churn Behavior

- Customers are marked as churned if they haven't bought anything in 180+ days.

- Just because a customer has been around a long time doesn't mean they will stay.

- Recent purchases are more important than frequent purchases.

### B. Spending Patterns

- Customers who spend more per order are more likely to come back.

- High shipping (freight) costs can push customers away.

- Customers using multiple payment methods are more loyal.

### C. Customer Satisfaction

- Low review scores (1-2) often mean the customer won’t come back.

- Customers who don’t leave reviews may also be unhappy. Ask for feedback.

### D. Delivery Experience

- Late deliveries lead to unhappy customers and churn.

- Fast and reliable shipping improves satisfaction and loyalty.

### E. Location Insights

- Churn is higher in big cities, possibly due to more shopping options.

- Customers in smaller cities or rural areas are more loyal.

## 3. Business Recommendations

- Offer special deals to customers who haven’t ordered in 60–90 days.

- Encourage all customers to leave reviews after their purchase.

- Offer free or cheaper shipping on larger orders.

- Give loyalty rewards for customers who spend more or use many payment types.

- Focus marketing in cities where churn is high.

- Improve delivery times and reliability.