Sweet**VIZ**

DataFrame   NO COMPARISON TARGET

5630	ROWS
0	DUPLICATES
2.5 MB	RAM
20	FEATURES
11	CATEGORICAL
9	NUMERICAL
0	TEXT

ASSOCIATIONS

DataFrame ▬▬

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1   CustomerID

VALUES:	5,630 (100%)	MAX	55,630	RANGE	5,629	
		95%	55,349	IQR	2,814	
		Q3	54,223	STD	1,625	
MISSING:	---	MEDIAN	52,816	VAR	2.6M	
DISTINCT:	5,630 (100%)	AVG	52,816			
		Q1	51,408	KURT.	-1.20	
ZEROES:	---	5%	50,282	SKEW	0.00	
		MIN	50,001	SUM	297.4M	
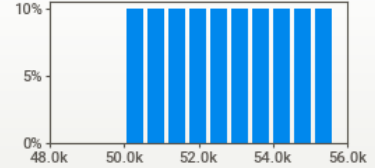
2   Churn

VALUES:	5,630 (100%)
MISSING:	---
DISTINCT:	2 (<1%)
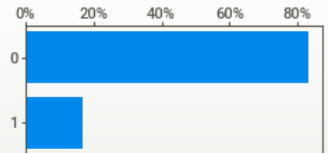
3   Tenure

VALUES:	5,366 (95%)	MAX	61.0	RANGE	61.0	
MISSING:	264 (5%)	95%	27.0	IQR	14.0	
		Q3	16.0	STD	8.56	
DISTINCT:	36 (<1%)	AVG	10.2	VAR	73.2	
		MEDIAN	9.0			
ZEROES:	508 (9%)	Q1	2.0	KURT.	-0.007	
		5%	0.0	SKEW	0.737	
		MIN	0.0	SUM	54,679	
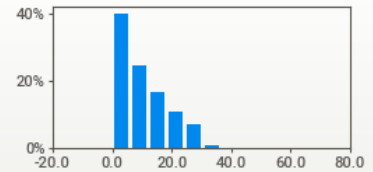
4   PreferredLoginDevice

VALUES:	5,630 (100%)
MISSING:	---
DISTINCT:	3 (<1%)
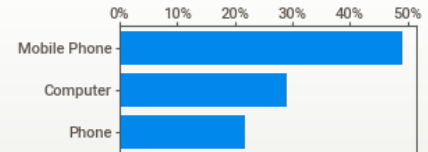
5   CityTier

VALUES:	5,630 (100%)
MISSING:	---
DISTINCT:	3 (<1%)
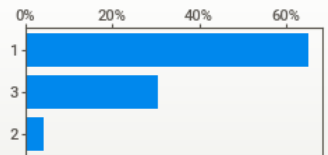
6   WarehouseToHome

VALUES:	5,379 (96%)	MAX	127	RANGE	122	
MISSING:	251 (4%)	95%	33	IQR	11.0	
		Q3	20	STD	8.53	
DISTINCT:	34 (<1%)	AVG	16	VAR	72.8	
		MEDIAN	14			
ZEROES:	---	Q1	9	KURT.	9.99	
		5%	6	SKEW	1.62	
		MIN	5	SUM	84,127	
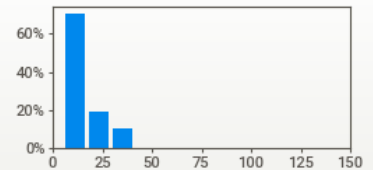
7   PreferredPaymentMode

VALUES:	5,630 (100%)
MISSING:	---
DISTINCT:	7 (<1%)
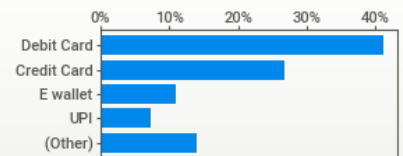
8   Gender

VALUES:	5,630 (100%)
MISSING:	---
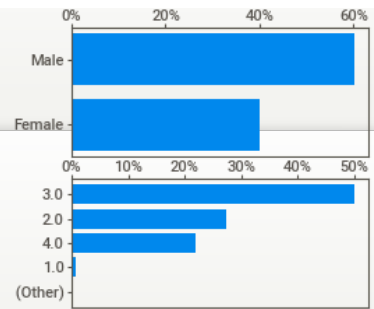
DISTINCT: 2 (<1%)

9   HourSpendOnApp

VALUES:	5,375	(95%)
MISSING:	255	(5%)
DISTINCT:	6	(<1%)
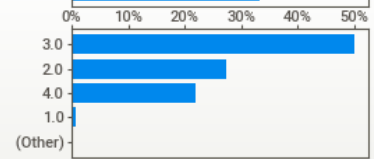
10   NumberOfDeviceRegistered

VALUES:	5,630	(100%)
MISSING:	---	
DISTINCT:	6	(<1%)
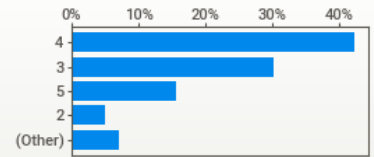
11   PreferedOrderCat

VALUES:	5,630	(100%)
MISSING:	---	
DISTINCT:	6	(<1%)
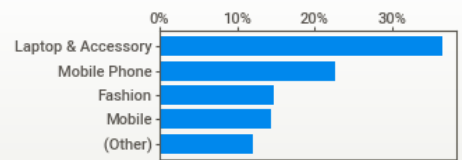
12   SatisfactionScore

VALUES:	5,630	(100%)
MISSING:	---	
DISTINCT:	5	(<1%)
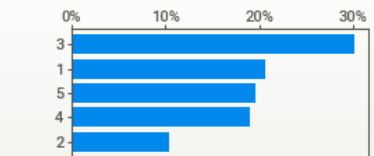
13   MaritalStatus

VALUES:	5,630	(100%)
MISSING:	---	
DISTINCT:	3	(<1%)
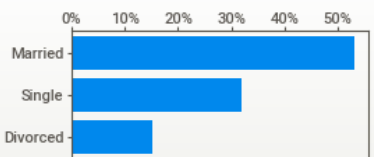
14   NumberOfAddress

VALUES:	5,630	(100%)
MISSING:	---	
DISTINCT:	15	(<1%)
ZEROES:	---	

MAX	22.0	RANGE	21.0
95%	10.0	IQR	4.00
Q3	6.0	STD	2.58
AVG	4.2	VAR	6.67
MEDIAN	3.0		
Q1	2.0	KURT.	0.959
5%	1.0	SKEW	1.09
MIN	1.0	SUM	23,725
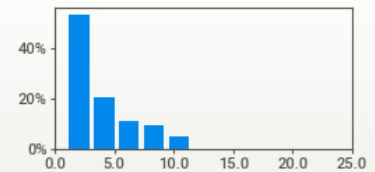
15   Complain

VALUES:	5,630	(100%)
MISSING:	---	
DISTINCT:	2	(<1%)
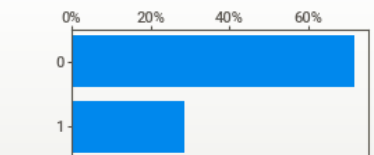
16   OrderAmountHikeFromlastYear

VALUES:	5,365	(95%)
MISSING:	265	(5%)
DISTINCT:	16	(<1%)
ZEROES:	---	

MAX	26.0	RANGE	15.0
95%	23.0	IQR	5.00
Q3	18.0	STD	3.68
AVG	15.7	VAR	13.5
MEDIAN	15.0		
Q1	13.0	KURT.	-0.280
5%	11.0	SKEW	0.791
MIN	11.0	SUM	84,273
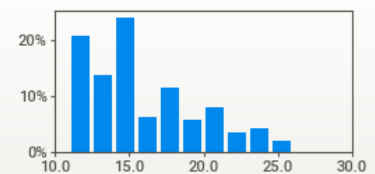
17   CouponUsed

VALUES:	5,374	(95%)	MAX	16.0	RANGE	16.0
MISSING:	256	(5%)	95%	6.0	IQR	1.00
			Q3	2.0	STD	1.89
DISTINCT:	17	(<1%)	AVG	1.8	VAR	3.59
			MEDIAN	1.0		
ZEROES:	1,030	(18%)	Q1	1.0	KURT.	9.13
			5%	0.0	SKEW	2.55
			MIN	0.0	SUM	9,410
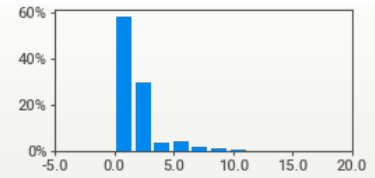
18 ⟋⟍ OrderCount

VALUES:	5,372	(95%)	MAX	16.0	RANGE	15.0
MISSING:	258	(5%)	95%	9.0	IQR	2.00
			Q3	3.0	STD	2.94
DISTINCT:	16	(<1%)	AVG	3.0	VAR	8.64
			MEDIAN	2.0		
ZEROES:	---		Q1	1.0	KURT.	4.72
			5%	1.0	SKEW	2.20
			MIN	1.0	SUM	16,159
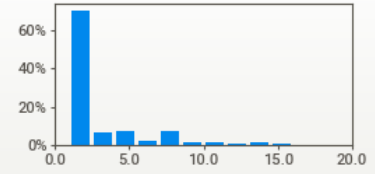
19 ⟋⟍ DaySinceLastOrder

VALUES:	5,323	(95%)	MAX	46.0	RANGE	46.0
MISSING:	307	(5%)	95%	11.0	IQR	5.00
			Q3	7.0	STD	3.65
DISTINCT:	22	(<1%)	AVG	4.5	VAR	13.4
			MEDIAN	3.0		
ZEROES:	496	(9%)	Q1	2.0	KURT.	4.02
			5%	0.0	SKEW	1.19
			MIN	0.0	SUM	24,185
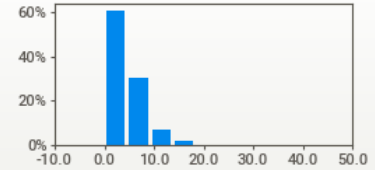
20 ⟋⟍ CashbackAmount

VALUES:	5,630	(100%)	MAX	325	RANGE	325
MISSING:	---		95%	292	IQR	50.6
			Q3	196	STD	49.2
DISTINCT:	2,586	(46%)	AVG	177	VAR	2,421
			MEDIAN	163		
ZEROES:	4	(<1%)	Q1	146	KURT.	0.975
			5%	123	SKEW	1.15
			MIN	0	SUM	998k