Understanding and Predicting Order Cancellations Using Customer Behavior Analysis - Electric Sales Data

Business Problem Statement

Objective:

The company has observed a high volume of **order cancellations**, leading to potential revenue loss and decreased customer satisfaction. Understanding **why customers cancel orders** is critical for improving operational efficiency, optimizing customer experience, and reducing cancellation rates.

Goal:

To **predict whether an order will be Cancelled or Completed** using historical customer and order data, and to uncover the **key behavioral and operational patterns** that influence cancellations.

This will enable the business to:

- Proactively identify **high-risk orders** likely to be cancelled.
- Take preventive actions (e.g., better communication, offer alternatives),