**Анализ оттока клиентов**

**Контекст**

Менеджер по продажам в компании X Retail заметил значительный рост оттока клиентов за последние несколько месяцев. Клиенты перестают делать покупки на платформе, что привело к снижению выручки. Руководство хочет понять, **почему клиенты уходят**, и что можно сделать, чтобы их удержать

**Данные**

[E Commerce Dataset.xlsx](https://prod-files-secure.s3.us-west-2.amazonaws.com/10e61a57-7d90-4089-b86c-c36723a3943d/ae70014b-4c28-46a5-b64b-bb50a45d9fd5/E_Commerce_Dataset.xlsx)

|  |  |  |
| --- | --- | --- |
| **Data** | **Variable** | **Discerption** |
| E Comm | CustomerID | Unique customer ID |
| E Comm | Churn | Churn Flag |
| E Comm | Tenure | Tenure of customer in organization |
| E Comm | PreferredLoginDevice | Preferred login device of customer |
| E Comm | CityTier | City tier |
| E Comm | WarehouseToHome | Distance in between warehouse to home of customer |
| E Comm | PreferredPaymentMode | Preferred payment method of customer |
| E Comm | Gender | Gender of customer |
| E Comm | HourSpendOnApp | Number of hours spend on mobile application or website |
| E Comm | NumberOfDeviceRegistered | Total number of deceives is registered on particular customer |
| E Comm | PreferedOrderCat | Preferred order category of customer in last month |
| E Comm | SatisfactionScore | Satisfactory score of customer on service |
| E Comm | MaritalStatus | Marital status of customer |
| E Comm | NumberOfAddress | Total number of added added on particular customer |
| E Comm | Complain | Any complaint has been raised in last month |
| E Comm | OrderAmountHikeFromlastYear | Percentage increases in order from last year |
| E Comm | CouponUsed | Total number of coupon has been used in last month |
| E Comm | OrderCount | Total number of orders has been places in last month |
| E Comm | DaySinceLastOrder | Day Since last order by customer |
| E Comm | CashbackAmount | Average cashback in last month |

**Результат работы**

* **Jupyter Notebook** с кодом анализа и визуализациями.
* **Выводы и рекомендации** в текстовом виде (внутри ноутбука или PDF).
* **Ссылка на GitHub-репозиторий** с проектом.