

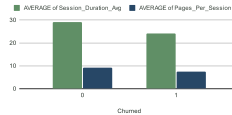
KPI SUMMARY						
Total Customers	Total Order	Total Sales	Avg Order Value	Avg Cart Abandonment Rate	Churn Rate	
9999	130279	14448598.04	123.7702949	57.05081344	28.70%	
Churned						
	AVERAGE of Session_Duration_Avg	AVERAGE of Pages_Per_Session	AVERAGE of Login_Frequency	AVERAGE of Email_Open_Rate	AVERAGE of Social_Media_Engagement_Score	
	0	29.05791587	8.279550261	12.57935901	22.91498332	31.22471954
1	24.05820268	7.49502265	8.98538954	16.16285714	23.69505226	
Grand Total	27.66824892	8.787358738	11.81938184	20.97628763	26.95316551	

Churned

All

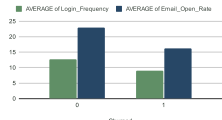
Session Engagement by Churn

Avg session duration and pages per session



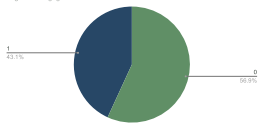
Login & Email Engagement by Churn

Avg login frequency and email open rate



Social Media Engagement by Churn

Avg social engagement score



Total Customers

9999

Avg Cart Abandonment Rate

57.09

Total Order

130279

Total Sales

14448598.04

Churn Rate

28.70%

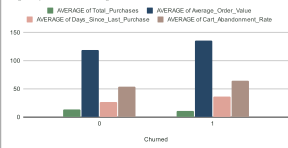
Avg Order Value

123.77

Churned					
AVERAGE of Total_AVERAGE of Average_Order_Value	AVERAGE of Days_Since_Last_Purchase	AVERAGE of Cart_Abandonment_Rate	AVERAGE of Discount_Usage_Rate		
0	13.72832098	118.8909409	26.57287137	54.23345975	38.62462898
1	11.20798038	125.590743	26.8	56.18549386	38.74038995
Grand Total	13.32662096	123.7702949	26.68949098	57.38881344	38.63099895

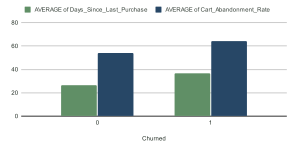
Purchase Frequency & Order Value by Churn

Avg total purchases and average order value



Purchase Recency & Cart Abandonment by Churn

Avg days since last purchase and cart abandonment rate



Churned

All

Country	COUNT of Avg	AVERAGE of Session_Duration_Avg	AVERAGE of Pages_Per_Session	AVERAGE of Login_Frequency	AVERAGE of Email_Open_Rate	AVERAGE of Social_Media_Engagement_Score
Australia	801	27.93058977	8.718801748	11.64419476	21.2051186	29.07953059
Canada	1238	27.02619627	8.59432279	11.38979234	20.75214923	28.53106245
France	812	27.25412554	8.62349395	11.04821948	20.38740487	29.50303361
Germany	991	27.85491423	8.887083754	11.63773966	21.28436105	29.75499495
India	721	27.86363384	8.860332871	11.63691181	20.39498824	29.01705964
Japan	495	27.86274338	8.689234702	11.63543786	20.68410071	28.84904815
UK	1504	27.26781915	8.712632979	11.34109043	20.91914894	28.27845745
USA	2445	27.30441219	8.852449537	11.70709724	21.07352885	29.21039187
Grand Total	9999	27.66824892	8.787358738	11.81938184	20.97628763	26.95316551

Session Duration by Country

Avg session duration across countries



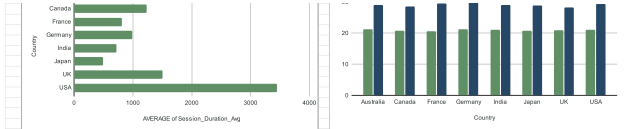
Email & Social Engagement by Country

Avg email open rate and social media engagement

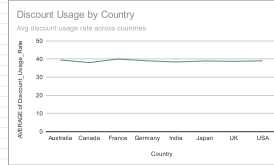
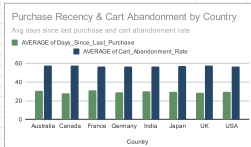
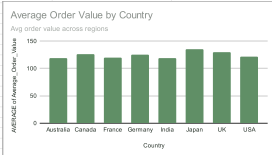


Country

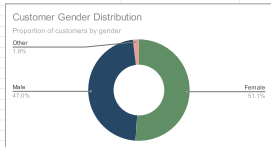
All



Country	SUM of Total_Purchase/AVERAGE of Average_Order_Value	AVERAGE of Days_Since_Last_Purchase	AVERAGE of Cart_Abandonment_Rate	AVERAGE of Discount_Usage_Rate
Australia	10430	119.2705119	50.48889139	57.78888889
Canada	10430	126.5107704	28.22548624	57.57703888
France	10485	119.6926332	31.11439114	56.73557634
Germany	13116	124.9491668	28.89099183	56.60585287
India	9425	119.2746325	30.52198014	56.61997226
Japan	6219	134.9429762	29.37270876	57.31508968
UK	19390	129.6783652	28.52393617	67.75418208
USA	45413	121.2968809	29.78614383	56.75683276
Grand Total	136279	123.7702949	29.46894699	57.58861344
				36.93909996



Gender	COUNT of Age
Female	5108
Male	4699
Other	192
Grand Total	9999



Gender All

Customer Status	Customer Count	Churn Percentage
0	7129	71.30%
1	2870	28.70%
Grand Total	9999	100.00%

Churned	COUNT of 0/1
0	7129
1	2870
Grand Total	9999



