

KPI SUMMARY

Total Customers	Total Order	Total Sales	Avg Order Value	Avg Cart Abandonment Rate	Churn Rate
9999	130279	14448598.04	123.7702949	57.09081344	28.70%

Churned **All**

	AVERAGE of Pages_Per_Session	AVERAGE of Logins_Frequency	AVERAGE of Email_Open_Rate	AVERAGE of Social_Media_Engagement_Score
0	9.37950251	12.67150561	22.91408332	23.12230404
1	24.0982088	7.469052085	8.98352854	23.6059228
Grand Total	27.89524882	8.767358738	11.6183184	23.60311631

Session Engagement by Churn
Avg session duration and pages per session
■ AVERAGE of Session_Duration_Avg ■ AVERAGE of Pages_Per_Session

Login & Email Engagement by Churn
Avg login frequency and email open rate
■ AVERAGE of Logins_Frequency ■ AVERAGE of Email_Open_Rate

Social Media Engagement by Churn
Avg social engagement score

Total Customers **9999**

Avg Cart Abandonment Rate **57.09**

Total Sales **14448598.04**

Total Order **130279**

Churn Rate **28.70%**

Avg Order Value **123.77**

Purchase Frequency & Order Value by Churn
Avg total purchases and average order value
■ AVERAGE of Total_Purchases ■ AVERAGE of Average_Order_Value
■ AVERAGE of Days_Since_Last_Purchase ■ AVERAGE of Cart_Abandonment_Rate

Purchase Recency & Cart Abandonment by Churn
Avg days since last purchase and cart abandonment rate
■ AVERAGE of Days_Since_Last_Purchase ■ AVERAGE of Cart_Abandonment_Rate

Country **COUNT of Age** **AVERAGE of Session Duration Avg** **AVERAGE of Pages_Per_Session** **AVERAGE of Logins_Frequency** **AVERAGE of Email_Open_Rate** **AVERAGE of Social_Media_Engagement_Score**

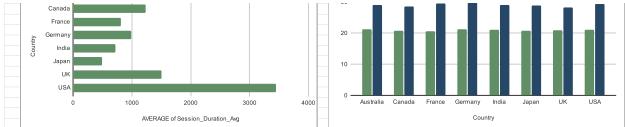
Country	COUNT of Age	AVERAGE of Session Duration Avg	AVERAGE of Pages_Per_Session	AVERAGE of Logins_Frequency	AVERAGE of Email_Open_Rate	AVERAGE of Social_Media_Engagement_Score
Australia	801	27.50058377	8.718601748	11.64419476	21.2051186	29.07533059
Canada	1238	27.02619267	8.59432279	13.36767234	20.75214923	28.53103245
France	813	27.24512504	8.68650595	11.63773342	21.28491467	29.03503391
Germany	991	27.8491423	8.887032754	11.63773366	21.28491105	29.75499465
India	721	27.88361384	8.860332871	11.58611581	20.99486524	29.01705964
Japan	491	27.88361388	8.686504705	11.65437588	20.68815071	28.89408035
UK	1524	27.28719195	8.718601279	11.64419493	20.773535885	28.37857625
USA	3445	27.80441219	8.852449637	11.70702724	21.073535885	29.31039197
Grand Total	9999	27.80324882	8.767358738	11.6183184	20.97628783	29.98319181

Session Duration by Country
Avg session duration across countries
■ AVERAGE of Session_Duration_Avg

Email & Social Engagement by Country
Avg email open rate and social media engagement
■ AVERAGE of Email_Open_Rate ■ AVERAGE of Social_Media_Engagement_Score

Country **All**

30



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	118.2705119	30.48661510	57.7688689	39.50464419
Canada	15175	122.4577744	28.03192400	57.7688689	39.50464419
France	10445	119.892332	31.11439114	58.7357304	40.0102091
Germany	13116	124.949168	28.89059183	56.80585287	39.04678103
India	9425	119.274325	30.03100014	56.81997226	39.37875173
Japan	6210	124.5432732	29.33203935	57.73152668	39.53831445
UK	10390	129.6783052	28.82320817	57.71415298	38.74057181
USA	45419	121.299889	29.7094386	58.74945276	39.0383164
Grand Total	136279	123.7702949	29.4594509	57.99891344	38.83950995



Customer_Status	CUSTOMER COUNT	CHURN PERCENTAGE
0	7129	71.30%
1	2870	28.70%
Grand Total	9999	100.00%

