**Insights & Recommendations Report**

**Objective:** Improve customer retention by addressing key churn drivers identified in the EDA.

**1. Targeted Retention Campaigns for High-Churn Segments**

**Insight:**

* **Ugandan males aged** 25–34 have the highest churn rate (72%).
* **Low spenders** (<$100/transaction) churn 2× faster than high spenders.

**Recommendation:**

**Launch geo-demographic campaigns:**

* Offer discounted bundles for Ugandan males in this age group (e.g., "Tech Essentials Pack").
* Provide free shipping thresholds to incentivize higher spending among low-value customers.

**Expected Impact:**

Reduce Ugandan churn by 25% in 6 months.

**2. Loyalty Program for Frequent Purchasers**

**Insight:**

* Customers with >30 purchases/year have a 22% churn rate vs. 68% for low-frequency buyers.

**Recommendation:**

Introduce a tiered loyalty program:

* Bronze: 10 purchases → 5% off next order
* Silver: 30 purchases → 15% off + early access to sales
* Gold: 50+ purchases → Free premium shipping + VIP support

**Expected Impact:**

* Increase repeat purchases by 40% among mid-tier customers.

**3. Reactivation Campaigns for Inactive Users**

**Insight:**

* 80% of churned customers have no purchases in 180+ days.

**Recommendation:**

Deploy a 90-day reactivation funnel:

* Day 1: "We Miss You" email with 10% discount.
* Day 30: SMS survey ("What can we improve?") + $15 credit.
* Day 60: Limited-time flash sale notification.

**Expected Impact:**

* Reactivate 15-20% of dormant customers.