

# Observations & Insights :

- Overall 16.8% of customers have churned , We need to focus on retaining them .
- We noticed that over 25% of customers with a tenure of 0-9 months have left .
- Over 17.5% of customers have churned shortly after their last order, indicating they might be one-time or seasonal buyers.
- Despite a high number of orders from both genders in city tiers 1 and 3, there is also a high churn rate in these tiers.
- Our primary focus is that 508 customers who made complaints have churned, along with 440 customers who didn't have any complaints.
- Debit Card Users Spend Most Time on the App and Have and have the Highest Satisfaction
- Based on our study using various graphs, insights, and recommendations, we conclude that several factors influence consumers' decisions to purchase items or services, leading them to switch providers.
- We suggested various marketing tactics, including conducting surveys, sending feedback emails, offering special deals, discounted plans, and addressing customer concerns, to retain existing customers and attract new ones. These tactics are effective in retaining customers and reducing the churn rate.