Customer Behavior Uncovered:

Trends You Can't Ignore

Understanding Customer Diversity
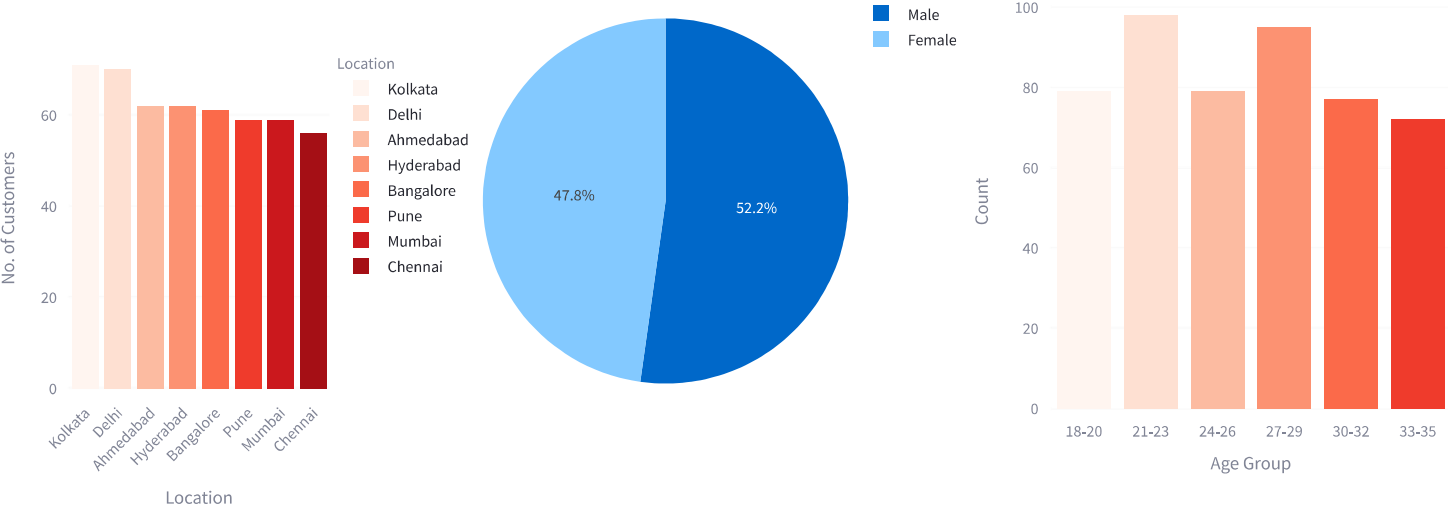
Analyzing age, gender, and location patterns to better understand our customer base.

Location-wise Distribution   ### Gender-wise Distribution   ### Age-wise Distribution

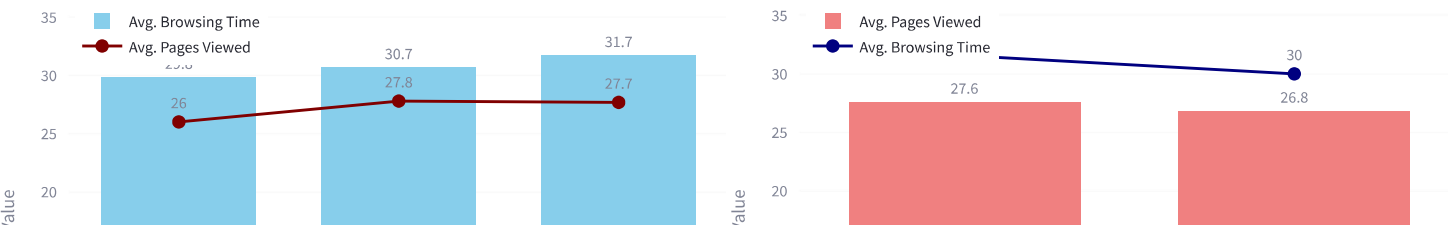**Location-wise Customer Distribution**
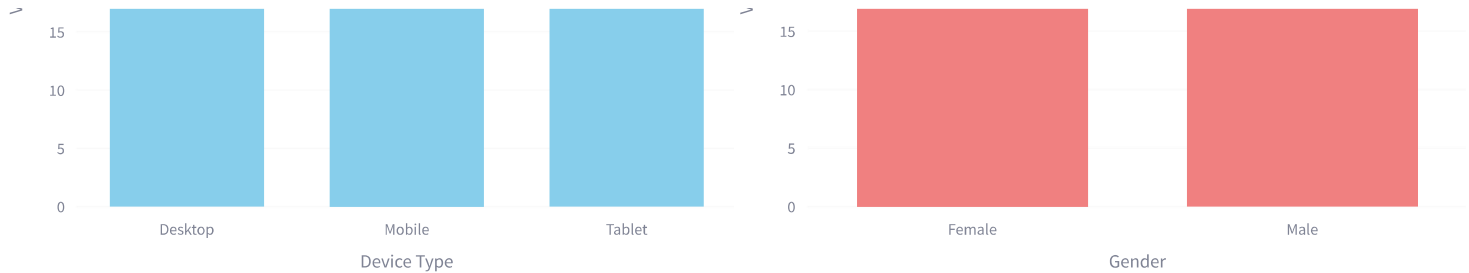

View Insights   ⌄

Customer Browsing and Engagement Trends

Exploring how customers interact with our platform through browsing behavior and engagement metrics.

Device Type vs Avg. Browsing Time and Pages Viewed

Gender vs Avg. Pages Viewed and Browsing Time

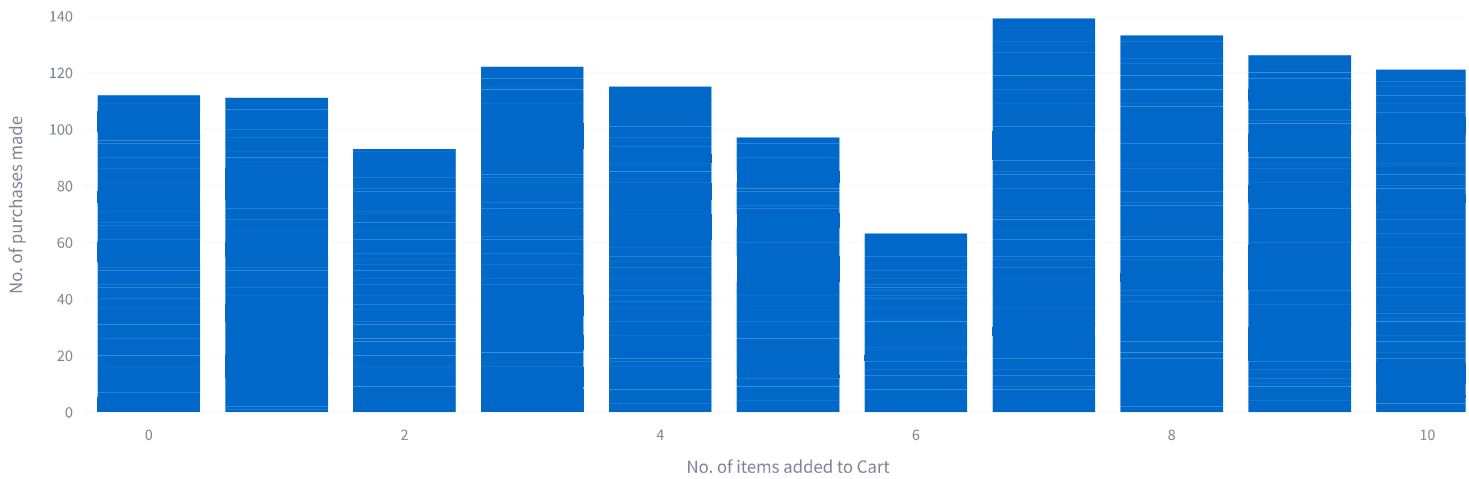View Insights: ⌄

Transactional Insights: Frequency and Preferences

Uncovering purchase habits, spending patterns, and product preferences across customers.

Added to Cart VS Purchase Made

View Insights: ⌃

- Stable Purchases (0–5 items): Users consistently purchase even with few items—indicates strong impulse buying or direct checkout behavior.

- Drop at 6 Items: Sharp decline suggests decision fatigue or cart abandonment risk.

- Spike at 7 Items: Peak purchases likely due to bulk buying or offer thresholds.

- High Conversion (8–10 items): Slight drop after 7, but conversions remain strong for high-cart users.

Actionable Insight:

- Enable quick checkout for low-cart users.

- Add incentives or support at 6-item carts to reduce drop-off.

- Promote bulk offers/free shipping around 6–7 item mark.

- Use cart recovery nudges (emails, notifications) for abandoned carts.

Conversion Funnel:

From browsing to buying — tracking customer drop-offs at each stage of the purchase journey.

Customer Conversion Funnel

Stage	Value
Visited Site	500
Added to Cart	459
Purchased	401

View Insights: ⌄

Churn Predictor:

Empower your retention strategy with smart churn forecasting.

Upload E-commerce Customer CSV

☁	Drag and drop file here Limit 200MB per file • CSV		Browse files

📄 ecommerce_customer_data.csv 18.6KB   ✕

📄 Preview of Uploaded Data

	User_ID	Gender	Age	Location	Device_Type	Product_Browsing_Time	Total_Pages_Viewed	Items_Added_to_Cart	Total_Purchases
0	1	Female	23	Ahmedabad	Mobile	60	30	1	
1	2	Male	25	Kolkata	Tablet	30	38	9	
2	3	Male	32	Bangalore	Desktop	37	13	5	
3	4	Male	35	Delhi	Mobile	7	20	10	
4	5	Male	27	Bangalore	Tablet	35	20	8	

📊 Model Performance

Accuracy
81.37%

Confusion Matrix

	Predicted Not Churn	Predicted Churn
Actual Not Churn	64	1
Actual Churn	13	6

Classification Report

	precision	recall	f1-score	support
0	0.8312	0.7901	0.8101	8
1	0.7976	0.8375	0.8171	8
accuracy	0.8137	0.8137	0.8137	0.813
macro avg	0.8144	0.8138	0.8136	16
weighted avg	0.8145	0.8137	0.8136	16

Model trained successfully. You can now manually enter customer data for churn prediction.

📃 Manual Churn Prediction

Gender

Female	⌄

Location

Ahmedabad	⌄

Device Type

Mobile	⌄

Age

20	− +

Product Browsing Time (minutes)

45.00	− +

Total Pages Viewed

9	− +

Items Added to Cart

2	− +

Predict Churn

🔍 Churn Prediction Result

Churn Probability

52.43%

Prediction: Churn