

Churn Dataset Summary

Short Summary of Findings

- **Customer distribution:** Customers are unevenly distributed across countries, with some countries contributing more to overall churn simply due to higher customer volume.
- **Churn patterns:**
 - Churn varies by **country, age, and gender**, indicating demographic influence on retention.
 - **Churned customers have a higher average order value** than non-churned customers, suggesting revenue risk from losing high-value users.
- **Tenure (Membership Years):**
 - Most customers fall within a limited tenure range, with churn rates changing noticeably by tenure year.
 - **Early-tenure customers generally show higher churn**, which stabilizes as tenure increases.
 - Certain countries show higher churn rates despite similar average tenure.
- **Order value & churn:**
 - High average order value does not guarantee loyalty—**a significant number of high-value customers churn**.
 - Churn rate varies by tenure even when order value remains strong.
- **Gender insights:**
 - Average tenure and churn rate differ by gender, indicating behaviour-based retention differences.
- **Engagement (Login Frequency):**
 - **Low login frequency customers have the highest churn risk.**
 - Higher login frequency strongly correlates with better retention.

Overall takeaway:

Our customer base is relatively new, with churn highest in the first 2 membership years. Churned users spend more than the average customer, meaning we are losing high-value customers early.

Retention must prioritize early-tenure customers in top churning countries and improve engagement for low-login users.

Actionable Recommendations (very simple)

1. **Early retention program (Year 1–2 customers)** — highest churn window
2. **Country-specific on boarding improvements** — for top churn countries
3. **Engagement nudges for low-login users** — increase app usage & repeat sessions
4. **Loyal customer playbook** — replicate behaviour of high-login, high-purchase, long-tenure countries

