

E-COMMERCE CHURN ANALYSIS

COD

Credit Card

Debit Card

E wallet

UPI

BehaviourInsight

Home

Marital Status

Divorced

Married

Single

Gender

Female

Male

Total Customers

1.796K

Overall Churn Rate

27%

Avg Tenure

8.73

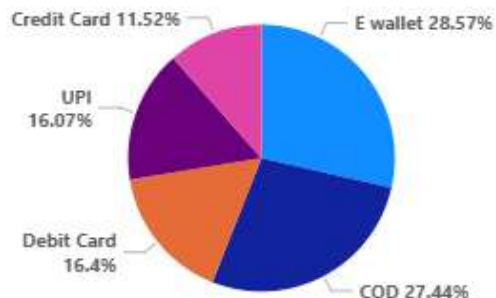
Avg Hours Spent

3

Avg Cashback Amt

\$171

ChurnRate by PreferredPaymentMode



ChurnRate by PreferredLoginDevice



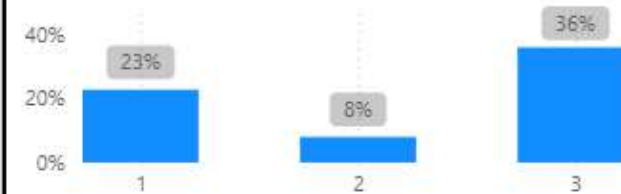
ChurnRate by NumberOfDeviceRegistered



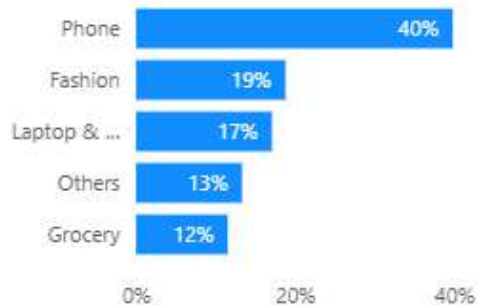
ChurnRate by Tenure_Range



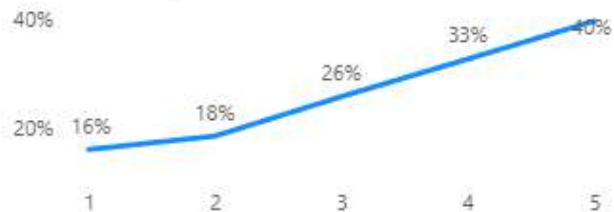
ChurnRate by CityTier



ChurnRate by PreferredOrderCat



ChurnRate by SatisfactionScore



ChurnRate by DistanceFromDelivery



Customer Behaviour Insights

COD

Credit Card

Debit Card

E wallet

UPI

Home

Total Customers

5.63K

Overall Churn Rate

17%

Avg Tenure

10.18

Avg Hours Spent

3

Avg Cashback Amt

\$177

BehaviourInsight

Marital Status

Divorced

Married

Single

Gender

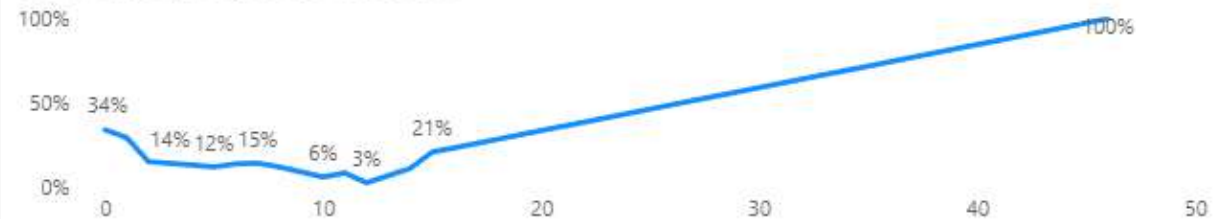
Female

Male

ChurnRate by HourSpendOnApp

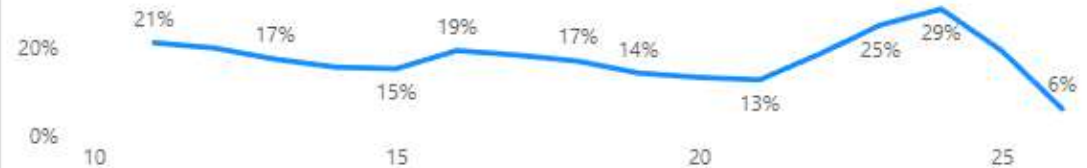


ChurnRate by DaySinceLastOrder



PreferredOrderCat	Tenure_Range	CashbackAmount	ChurnRate
Phone	2 year	\$123	100%
Phone	2 year	\$124	50%
Phone	2 year	\$125	100%
Phone	2 year	\$125	100%
Phone	2 year	\$126	50%
Phone	2 year	\$127	100%
Laptop & Accessory	2 year	\$147	100%
Phone	2 year	\$148	100%
Phone	2 year	\$149	50%
Laptop & Accessory	2 year	\$149	100%
Phone	2 year	\$150	100%
Phone	2 year	\$150	100%
Total			17%

ChurnRate by OrderAmountHikeFromlastYear



Sum of CouponUsed by OrderCount

