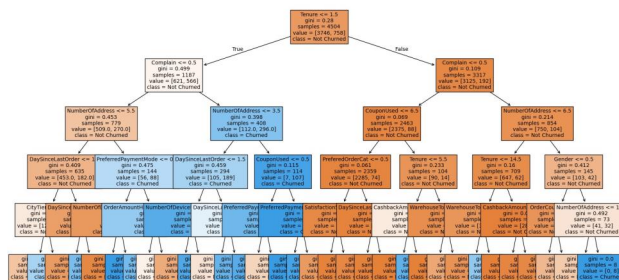




# `Customer Churn Analysis & Marketing Strategy

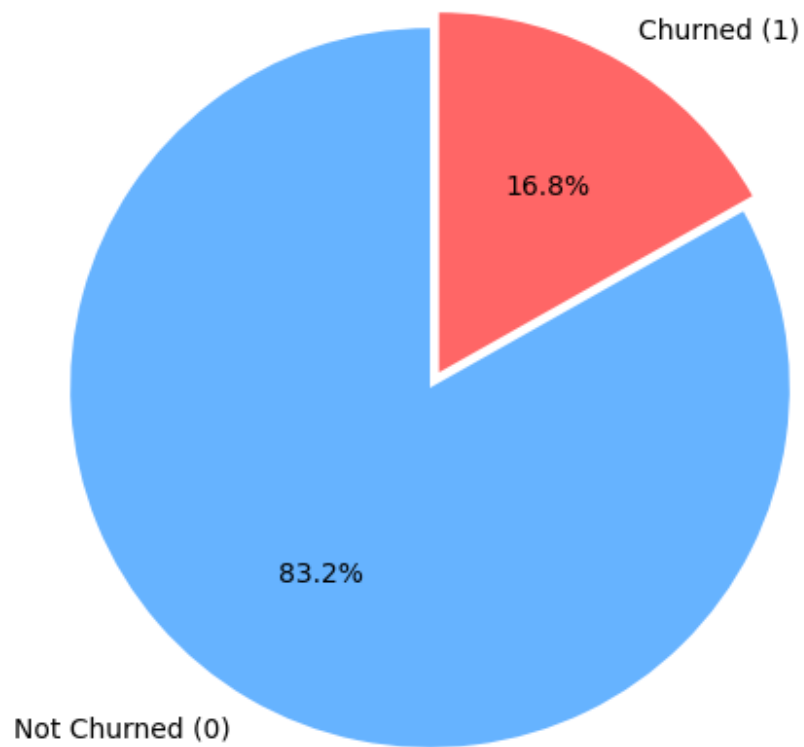


1 - Overview of Analysis

- -Analyzed churn data of 5,630 customers
- - Explored demographics, behavior, and spending patterns
- - Identified groups at high risk of churn
- - Developed targeted marketing strategies to reduce churn

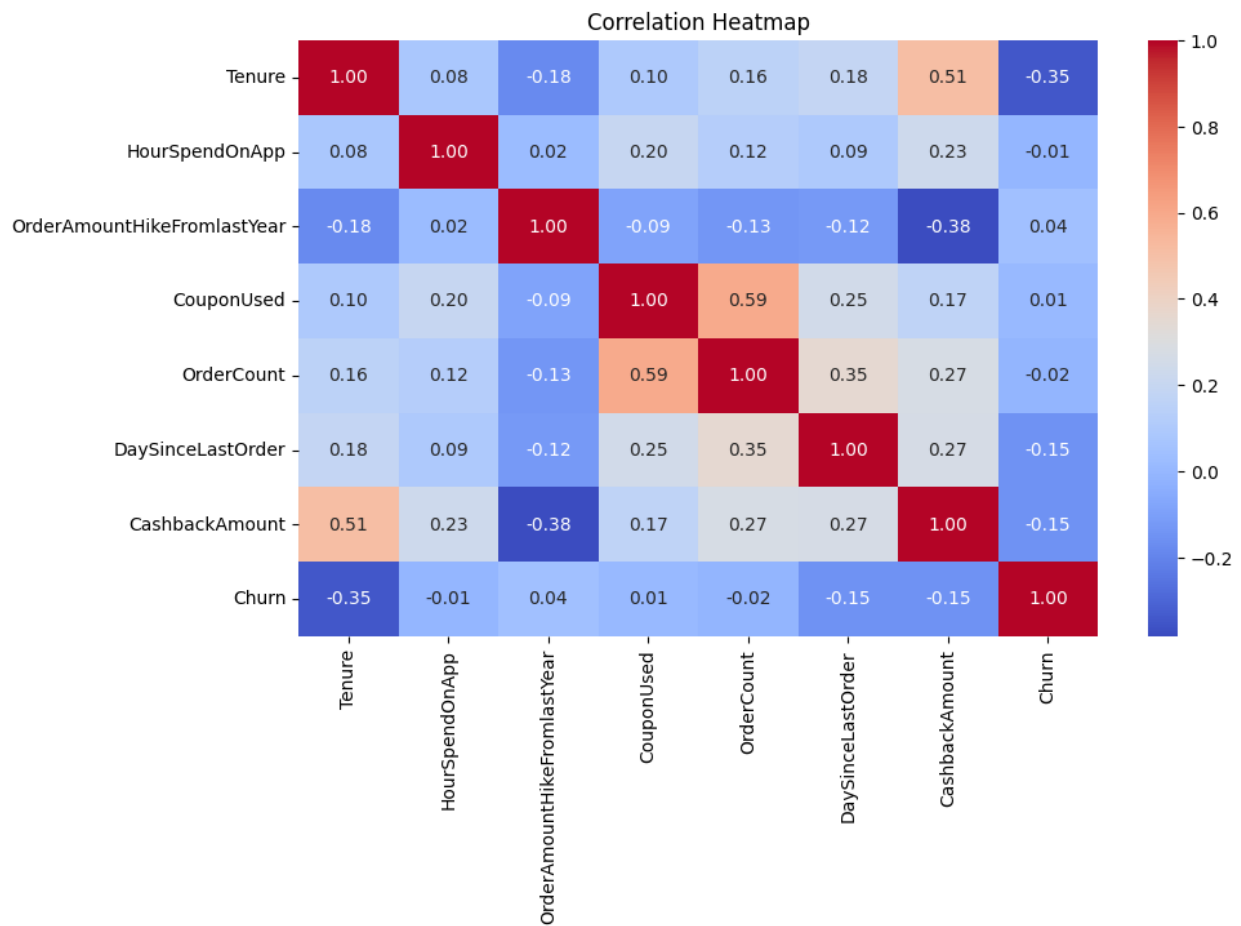
## Key Observations: Churned Customers

Customer Churn Distribution



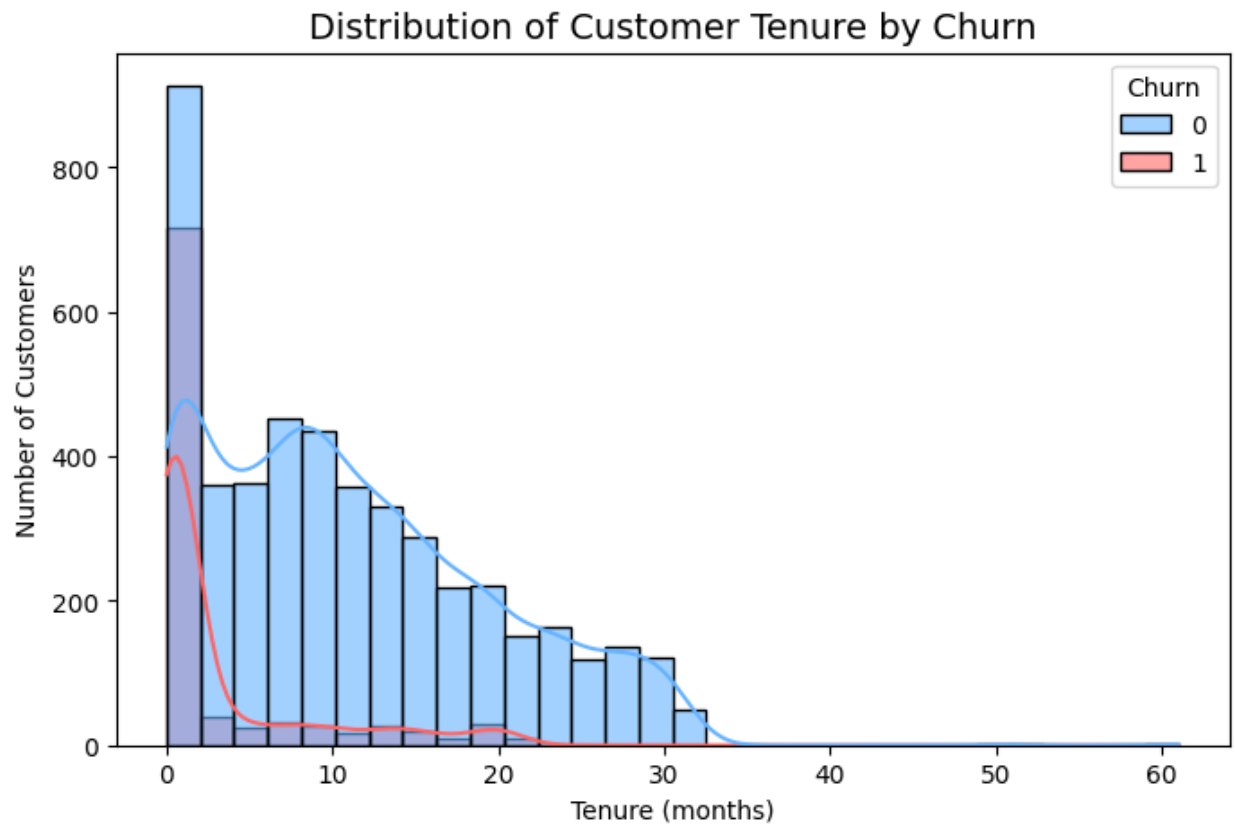
- Higher churn among customers with low tenure and few orders
- Customers with high inactivity (many days since last order) churn more
- Coupon-heavy users churn once promotions stop
- Complaints and low satisfaction scores strongly correlate with churn
- Cashback positively influences retention, but only for short-tenure users

## High-Risk Customer Segments

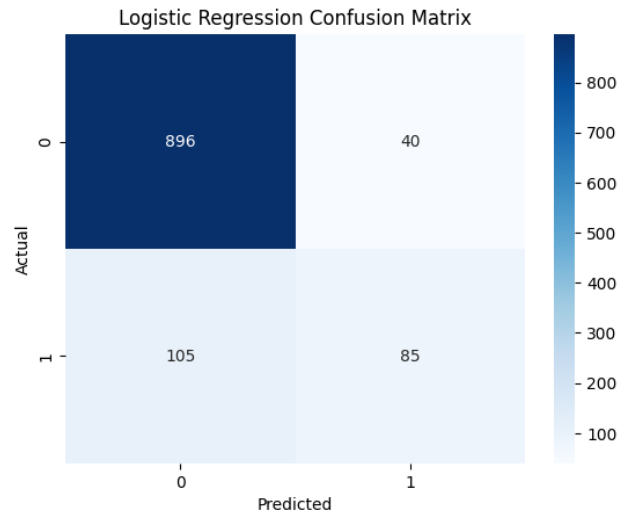


- New & Inactive Customers: Short tenure, low order count
- Bargain Hunters: High coupon-to-order ratio, churn when offers end
- Frustrated Loyalists: Long tenure, frequent complaints
- Dormant Browsers: High app usage, but long gaps between orders

## High-Level Marketing Strategy



1. Onboarding Programs: Educate and incentivize new customers in first 90 days
2. Personalized Retention Offers: Target bargain hunters with dynamic loyalty rewards instead of flat coupons
3. Proactive Support: Monitor complaints, resolve issues quickly for loyal customers
4. Engagement Triggers: Send personalized nudges to dormant customers (app notifications, emails)
5. Cashback Optimization: Provide tiered cashback to reward both new and long-tenure customers



## 2 - Conclusion

- Churn is highest among short-tenure and promotion-driven users
- Complaints and inactivity are strong churn predictors
- Retention strategies must be segmented by customer behavior
- Proactive, personalized engagement will reduce churn and boost loyalty