CUSTOMER SEGMENTATION ANALYSIS

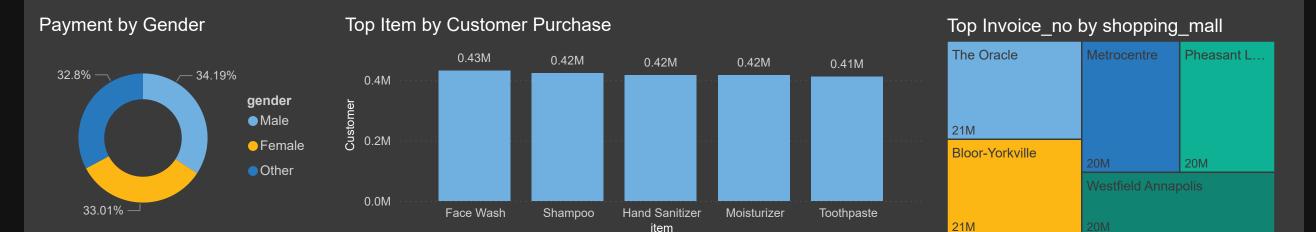
Customers Avg Customer Age Categories Items

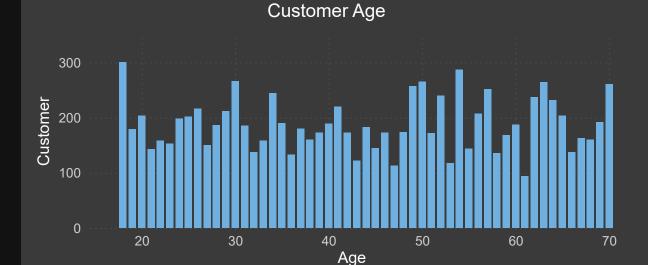
9996

44.09

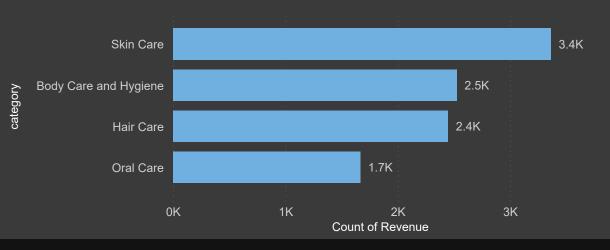
4

12









CUSTOMER CHURNED ANALYSIS

Churnerd Customer Discount Customers Purchase 9996 4903 2.49M 5055 Count of is_churned by gender Customer by Churned Revenue by Month 1,200 32.97% 33.89% 49.05% 1,000 908 910 864 gender 816 is_churned 770 766 762 Male 800 843 •0 Other 760 600 Female 50.95% 33.13% — Month Sum of customer_id by discount_used and is_churned Sum of Churned by discount_used is churned •0 •1 5.1K 4.9K ЗМ Sum of customer_id

M

M

M

M Sum of Churned 1.3M 1.0M 2K 1.3M 1.4M 0K 0M discount used discount used