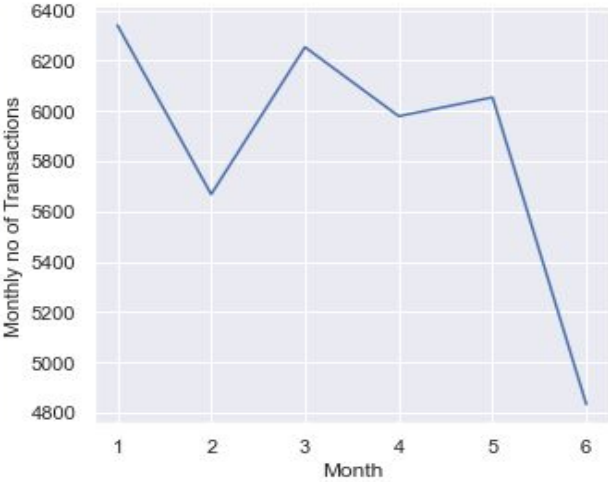
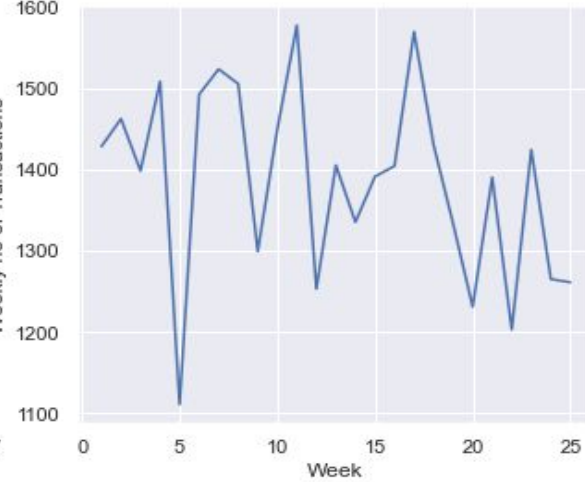
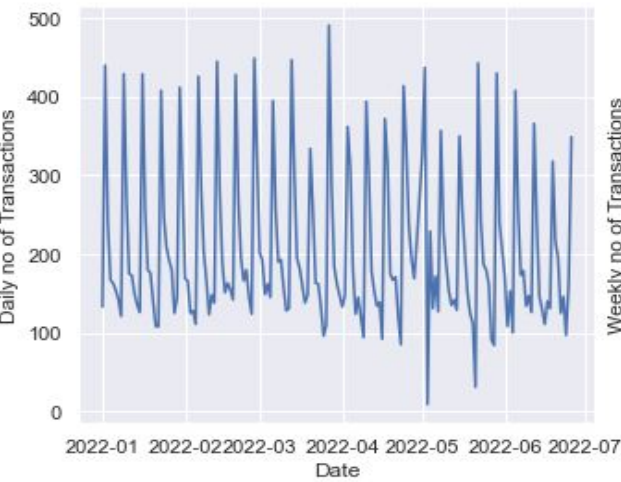
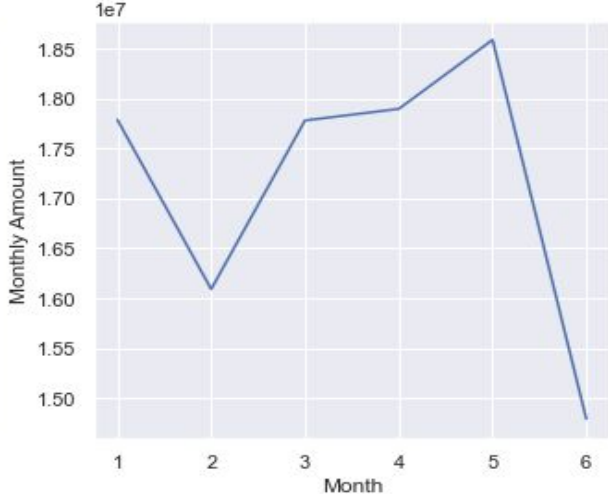
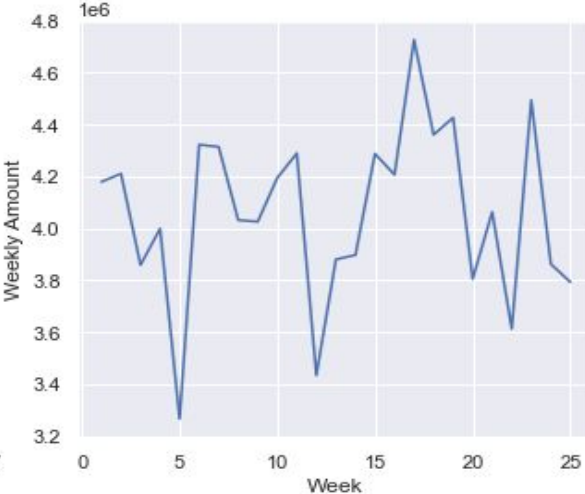
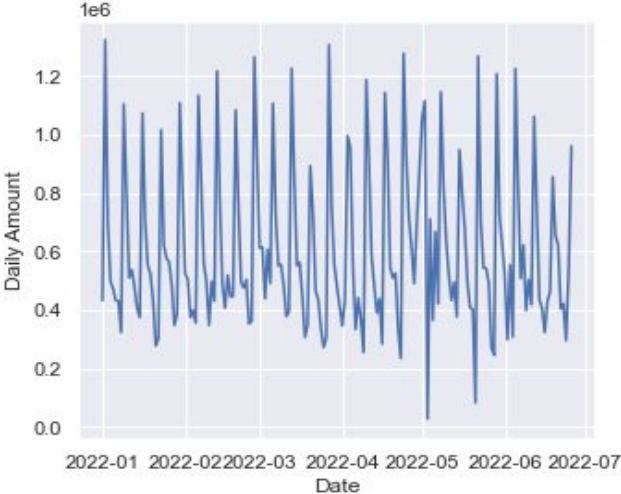


Churn Risk Analysis

Top 10 Businesses at the risk of churn —

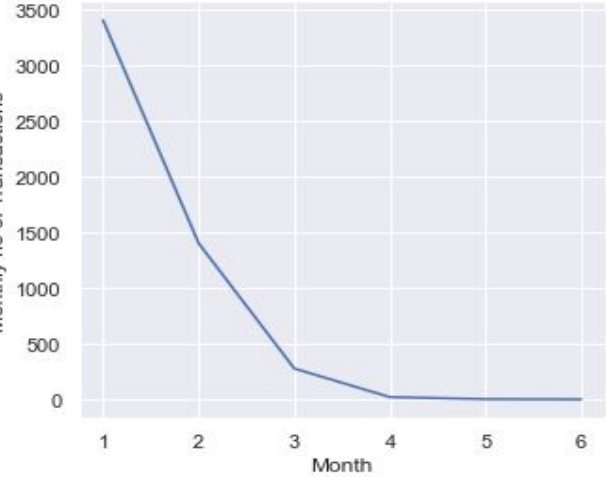
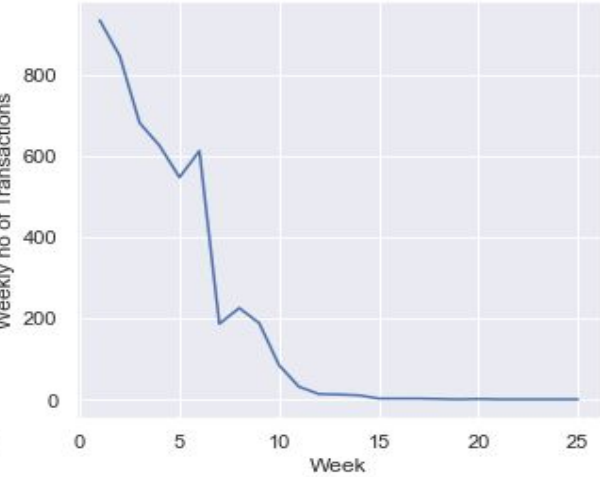
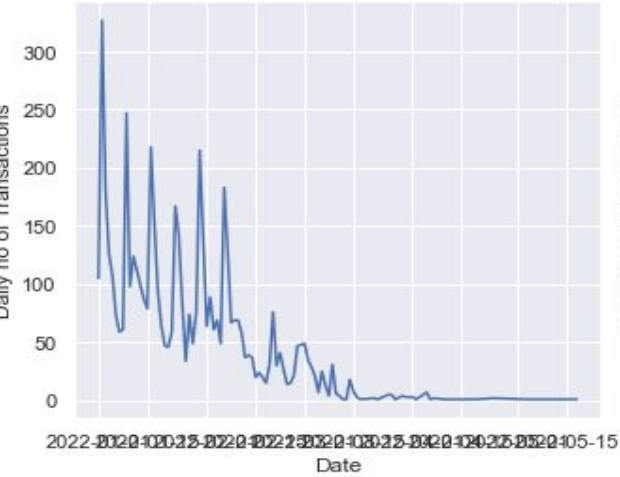
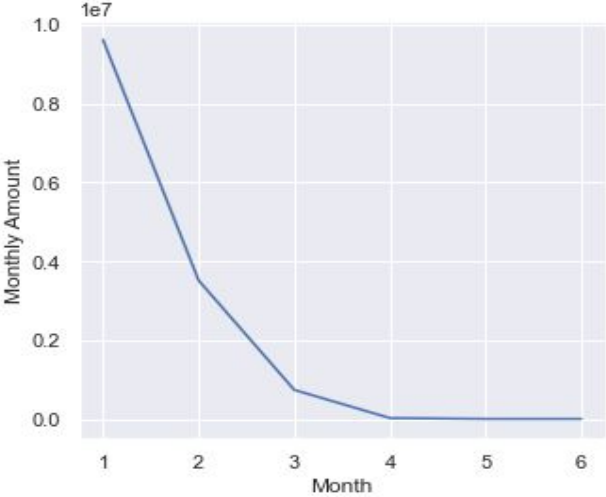
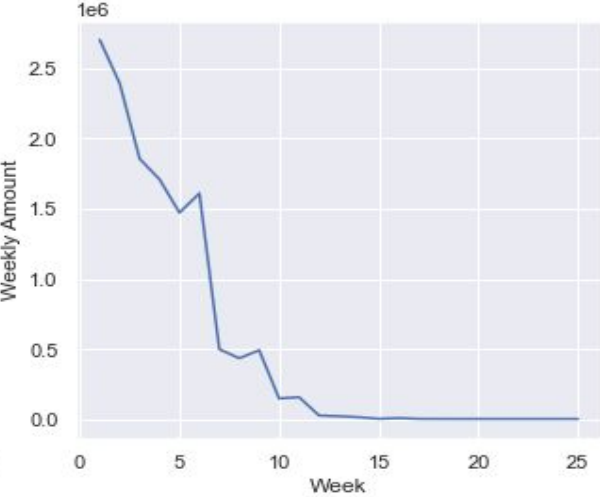
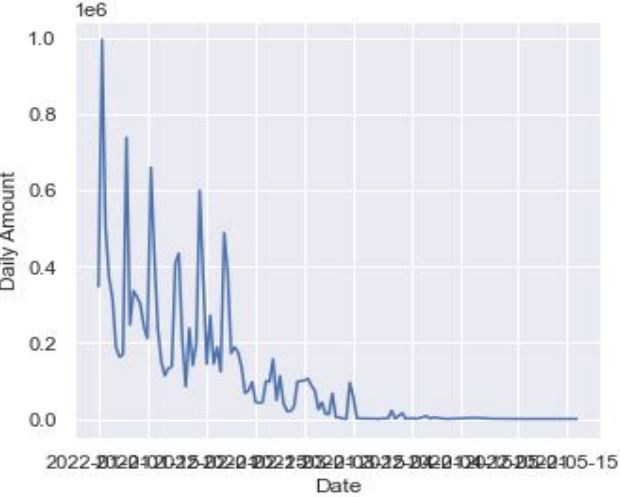
Business ID : 132764

Rank : 1



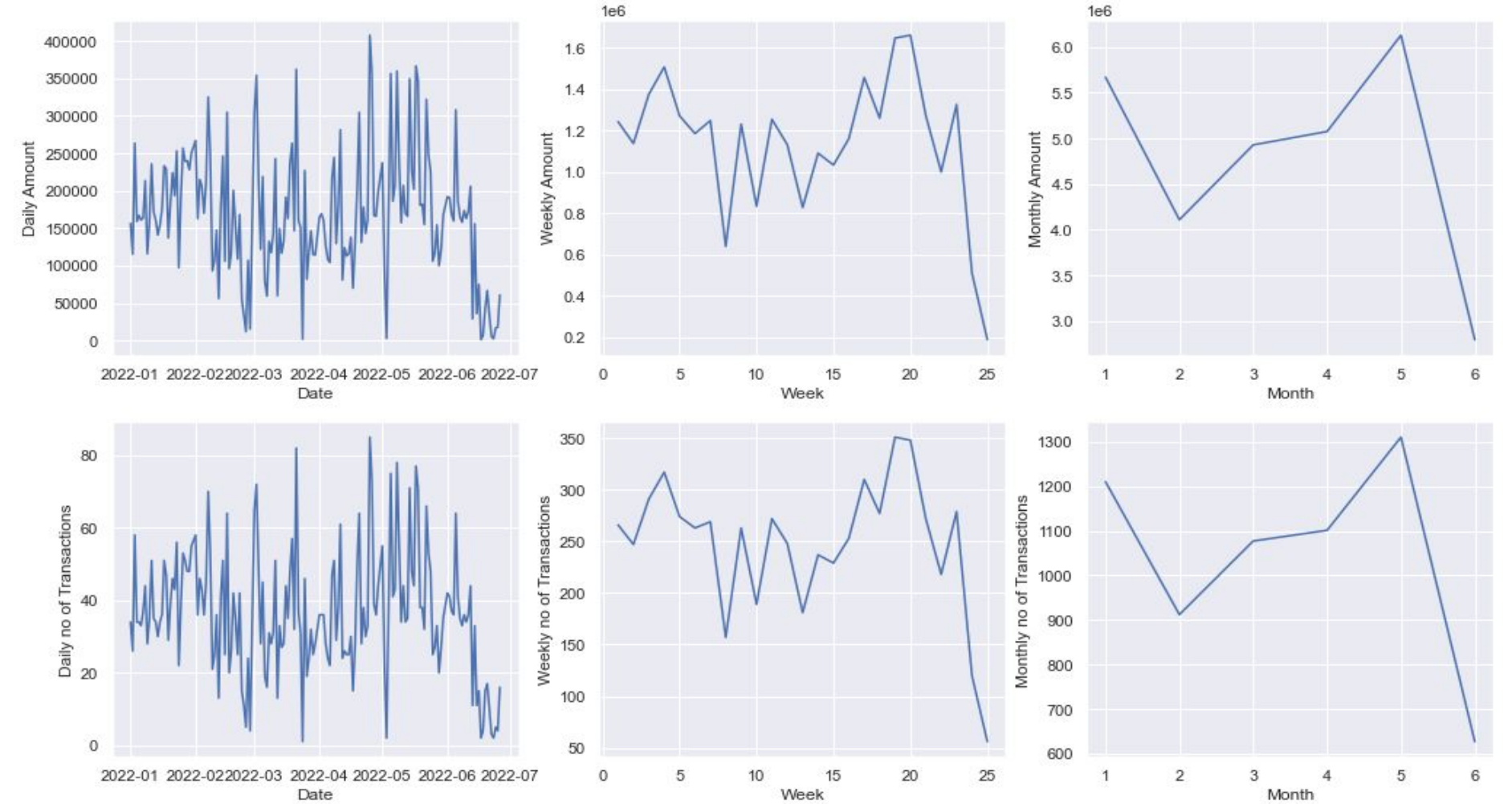
Business ID : 22753

Rank : 2



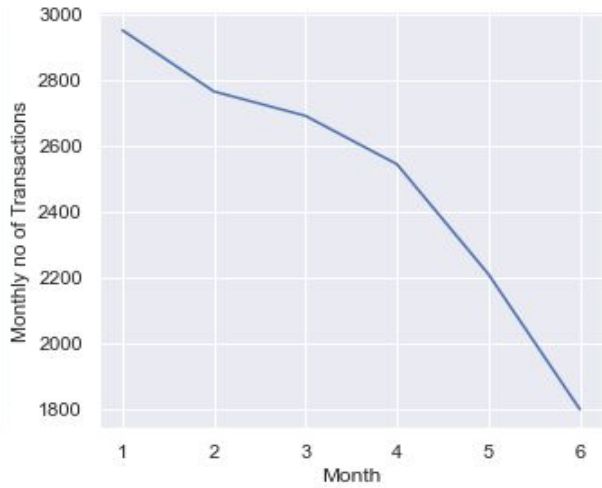
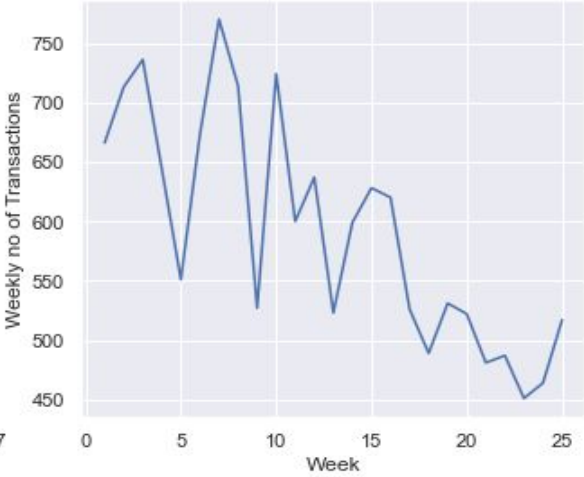
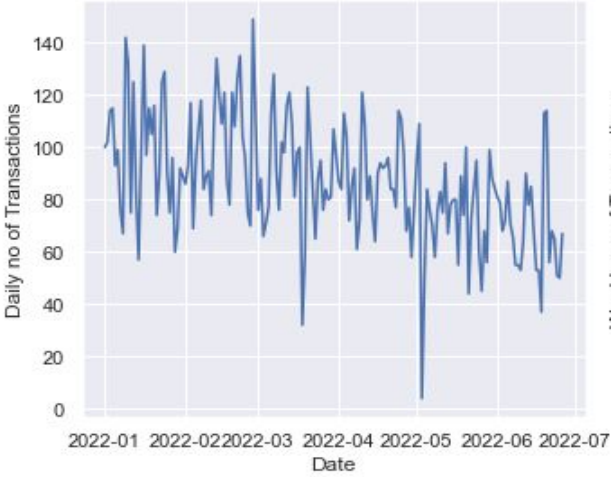
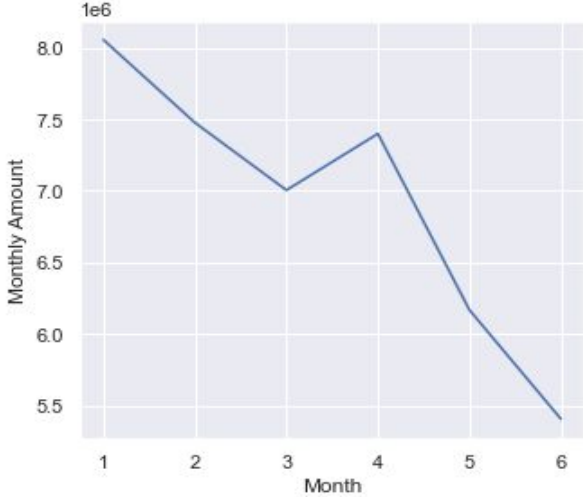
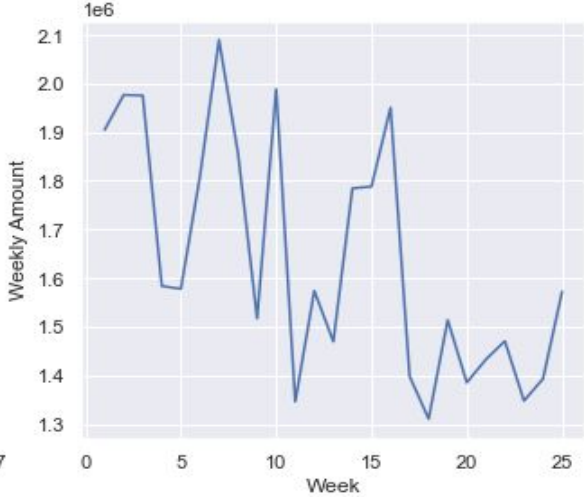
Business ID : 269581

Rank : 3



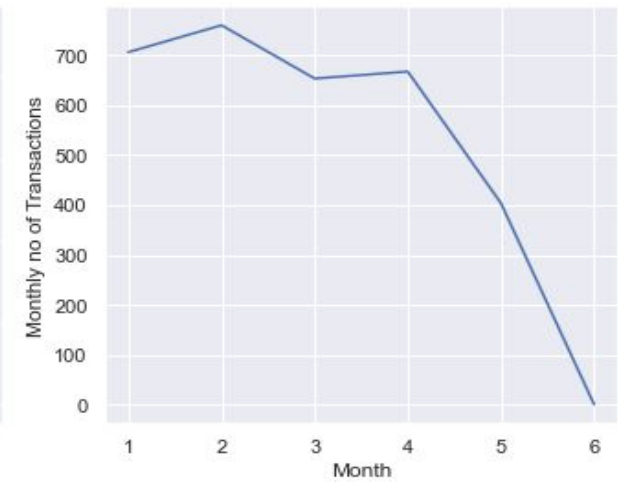
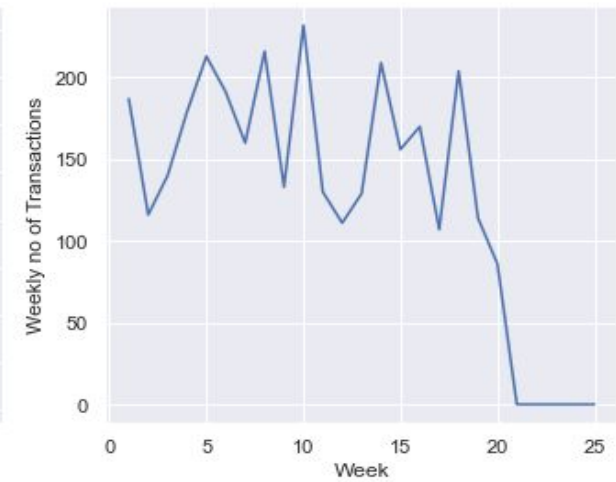
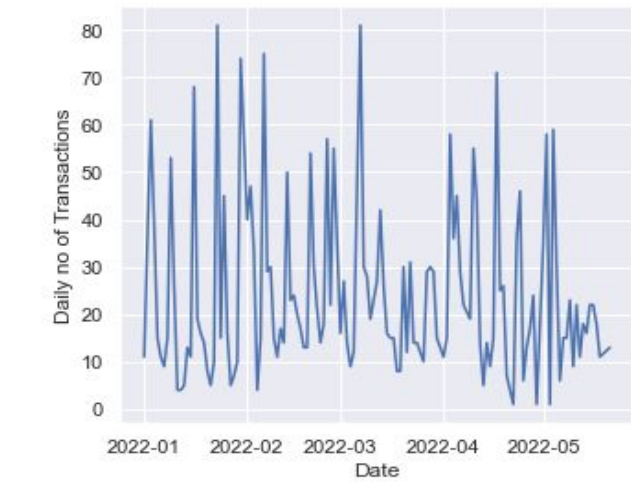
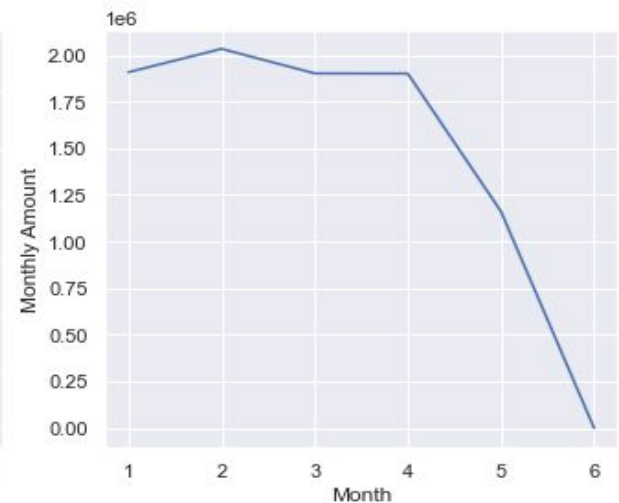
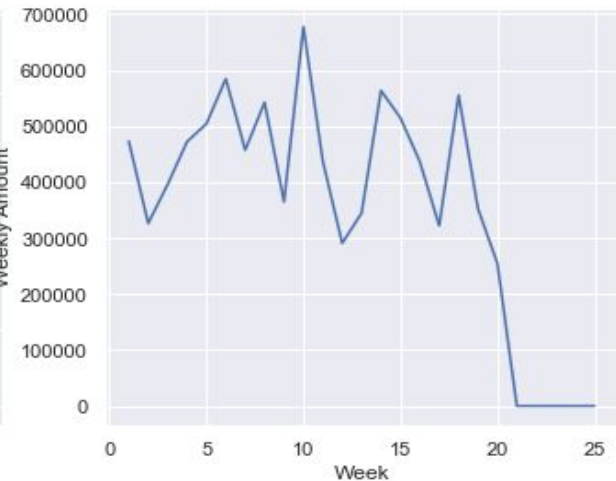
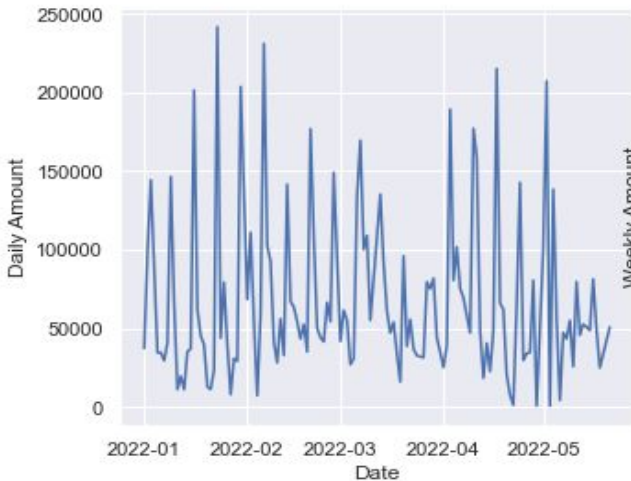
Business ID : 28951

Rank : 4



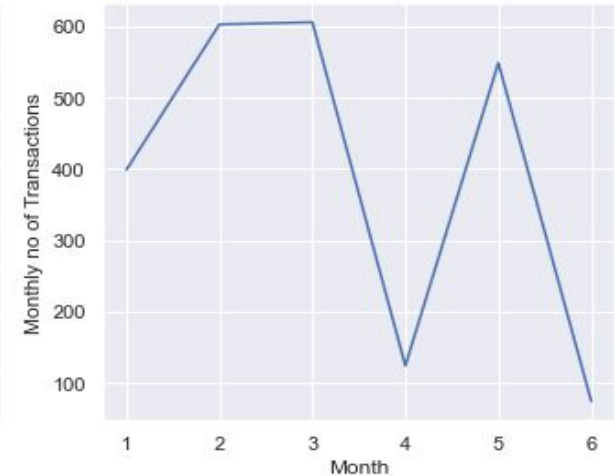
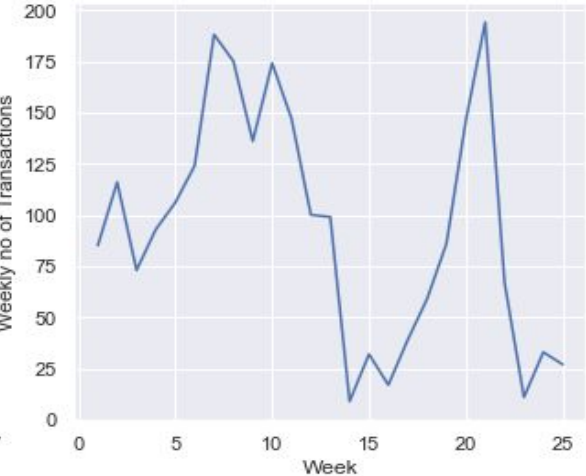
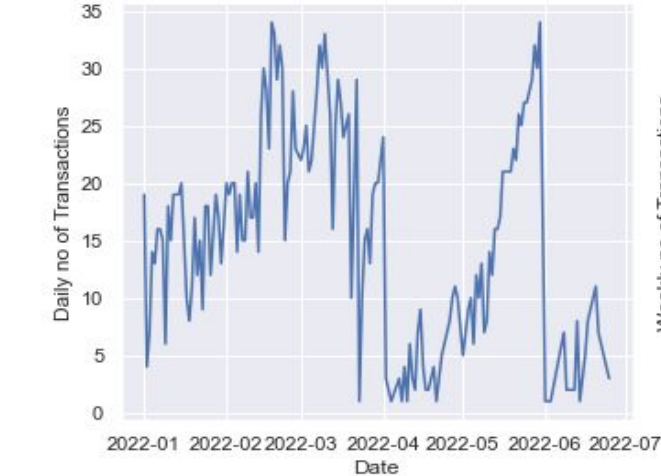
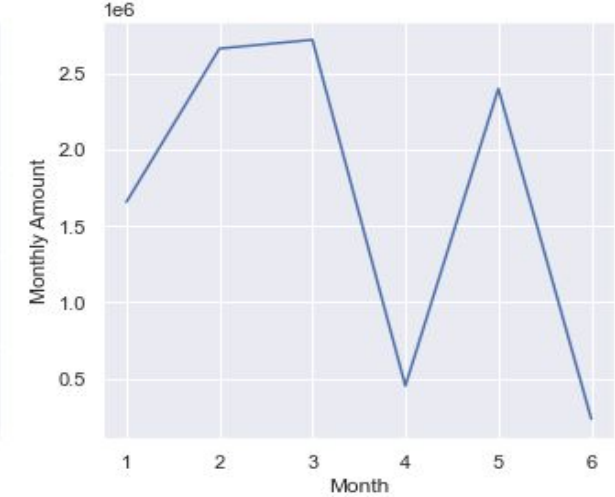
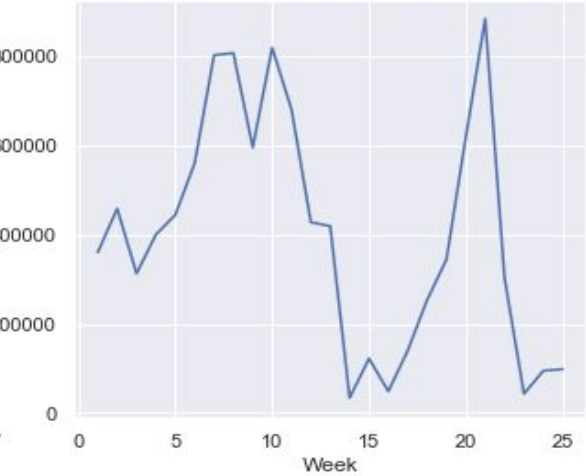
Business ID : 145354

Rank : 5



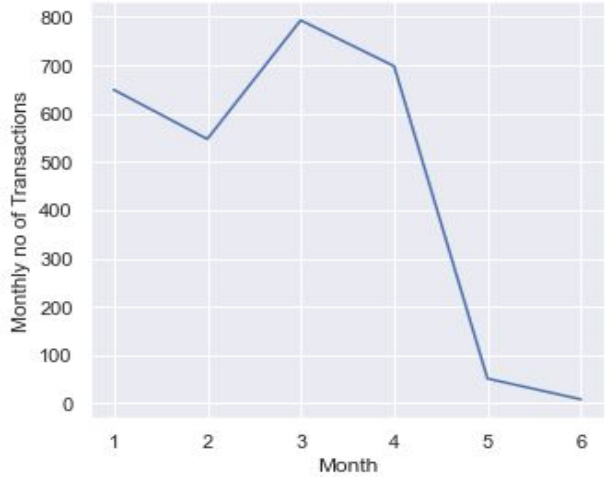
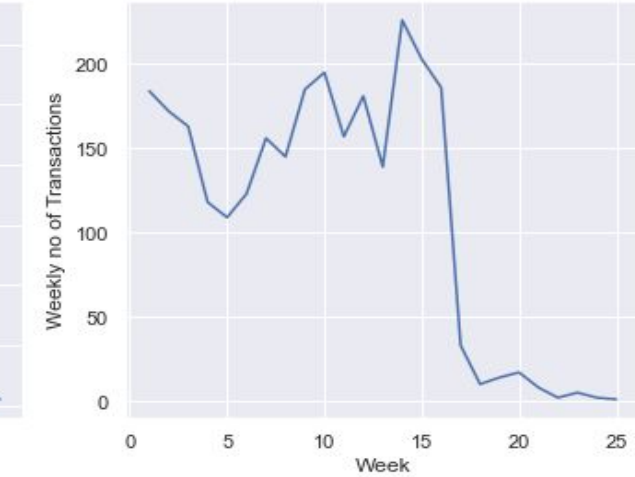
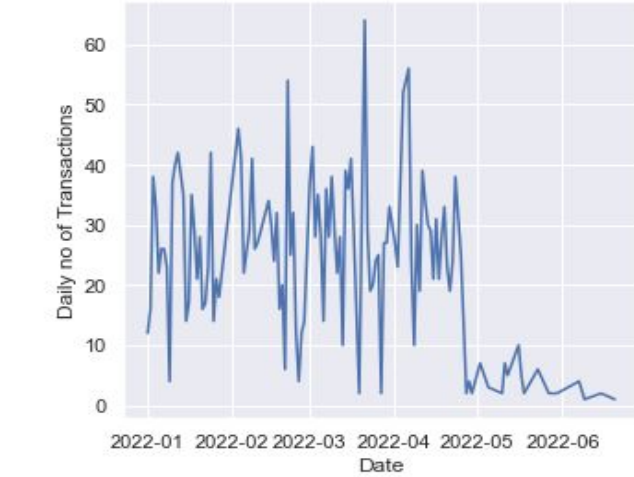
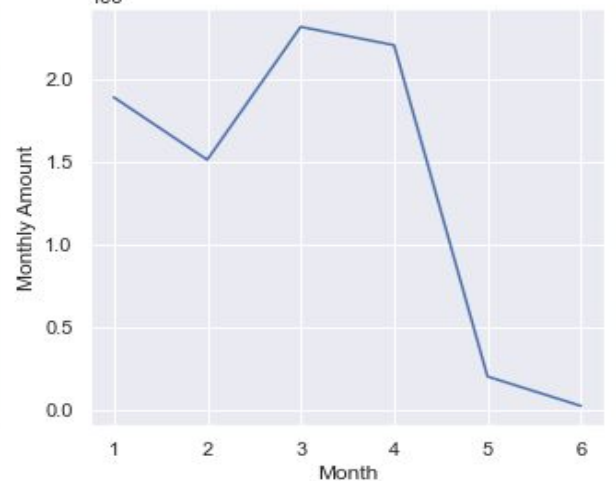
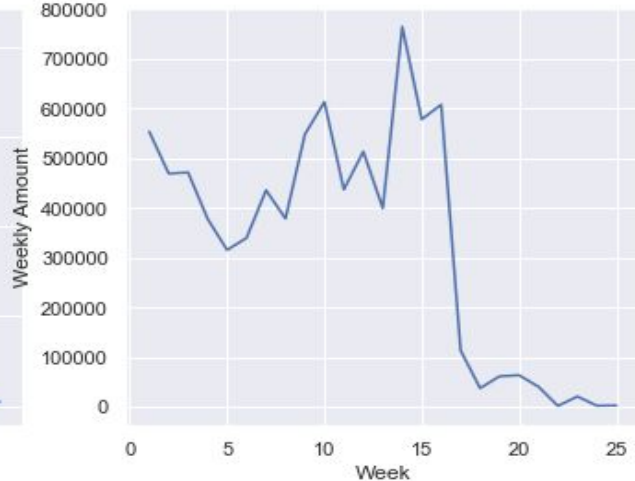
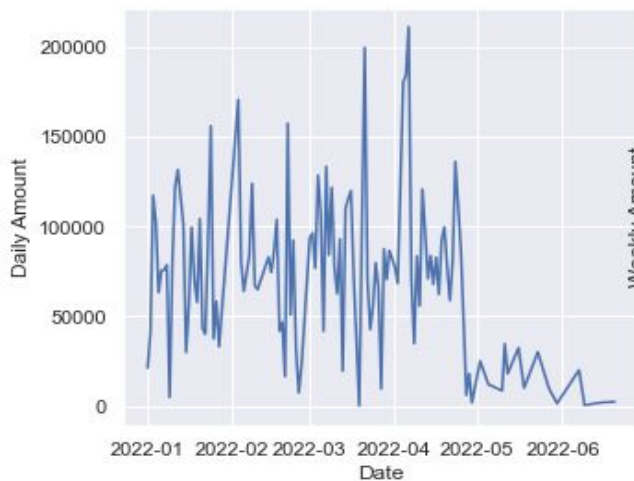
Business ID : 140325

Rank : 6



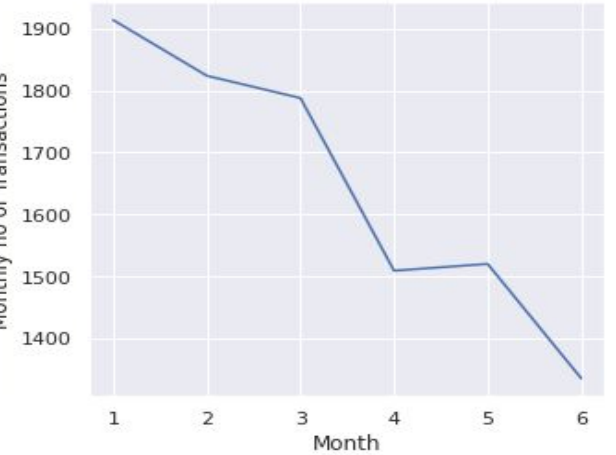
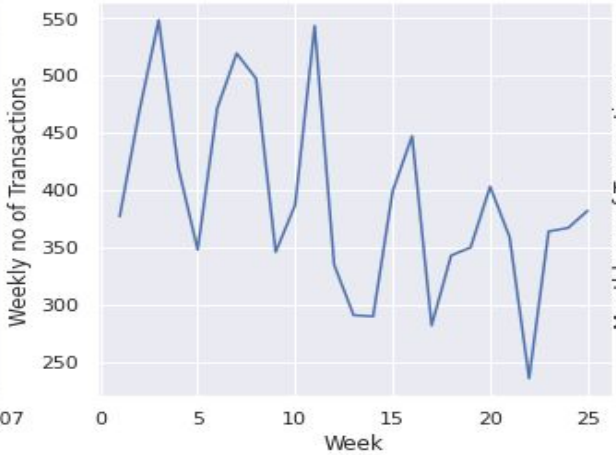
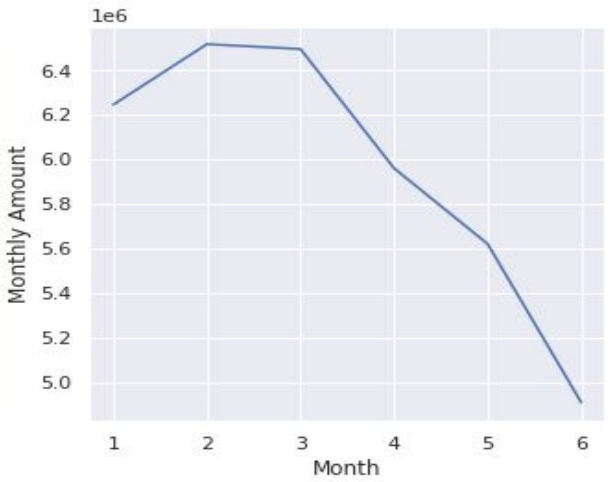
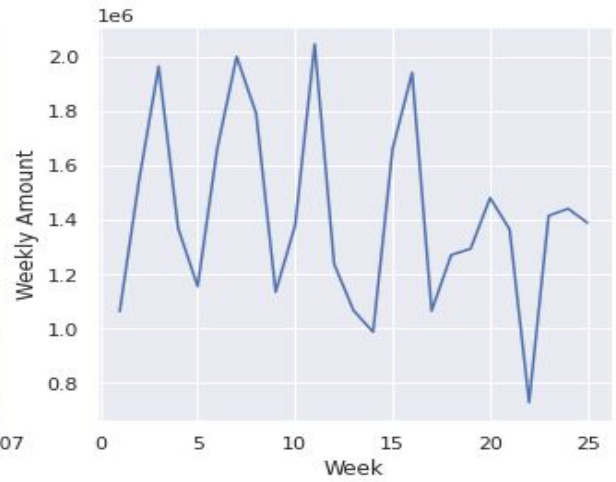
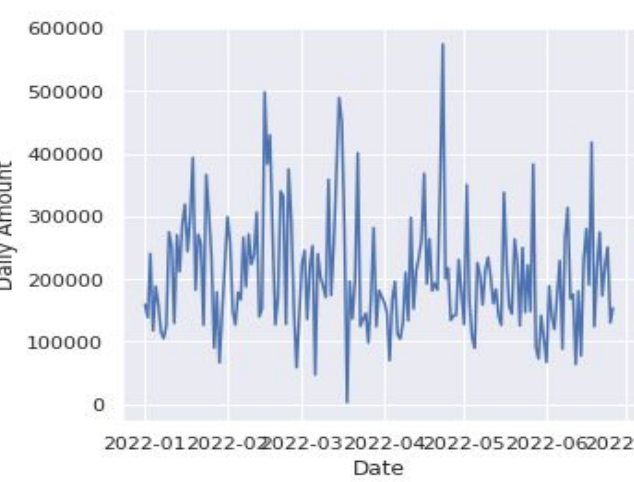
Business ID : 30350

Rank : 7



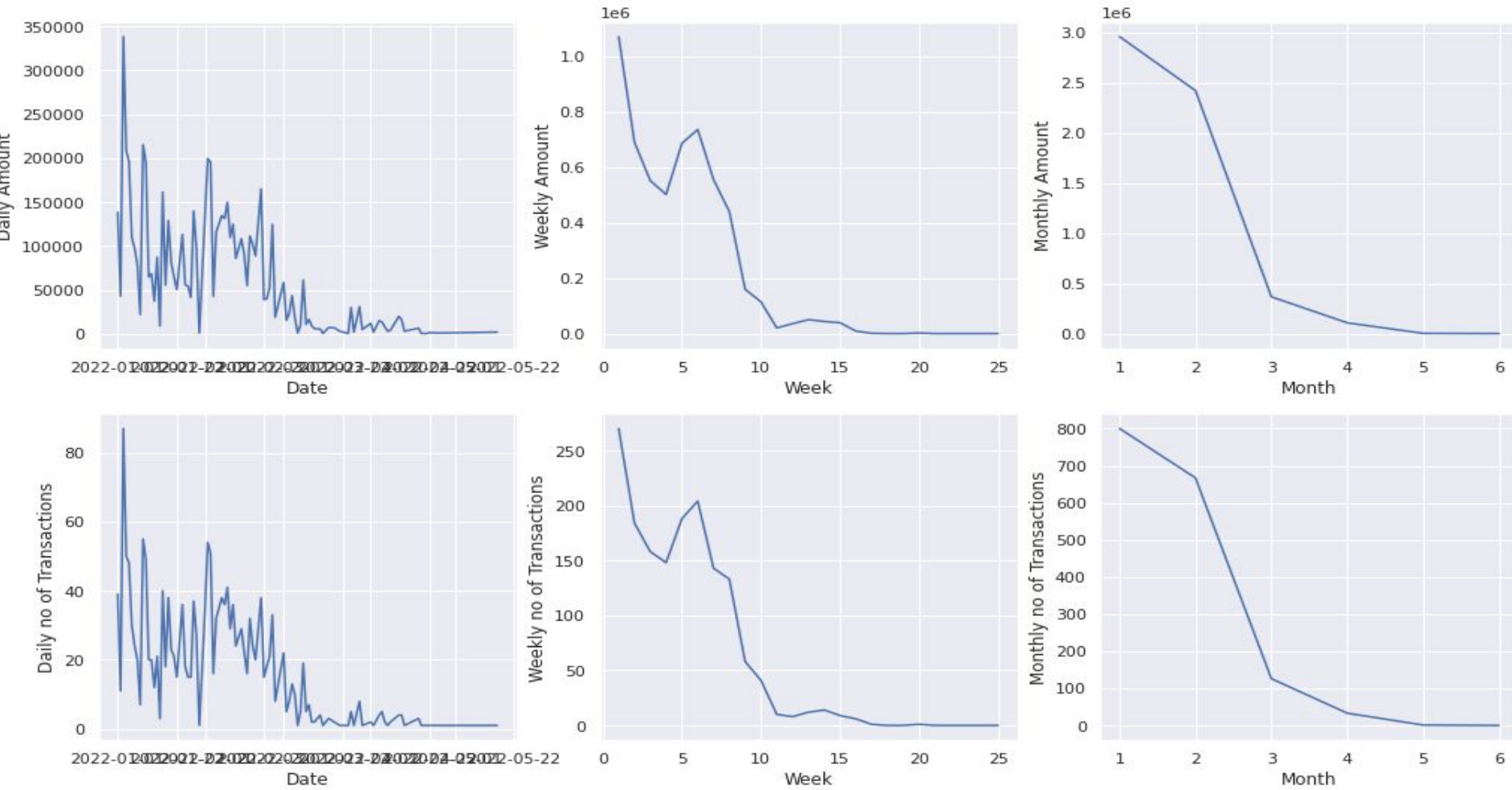
Business ID : 158946

Rank : 8



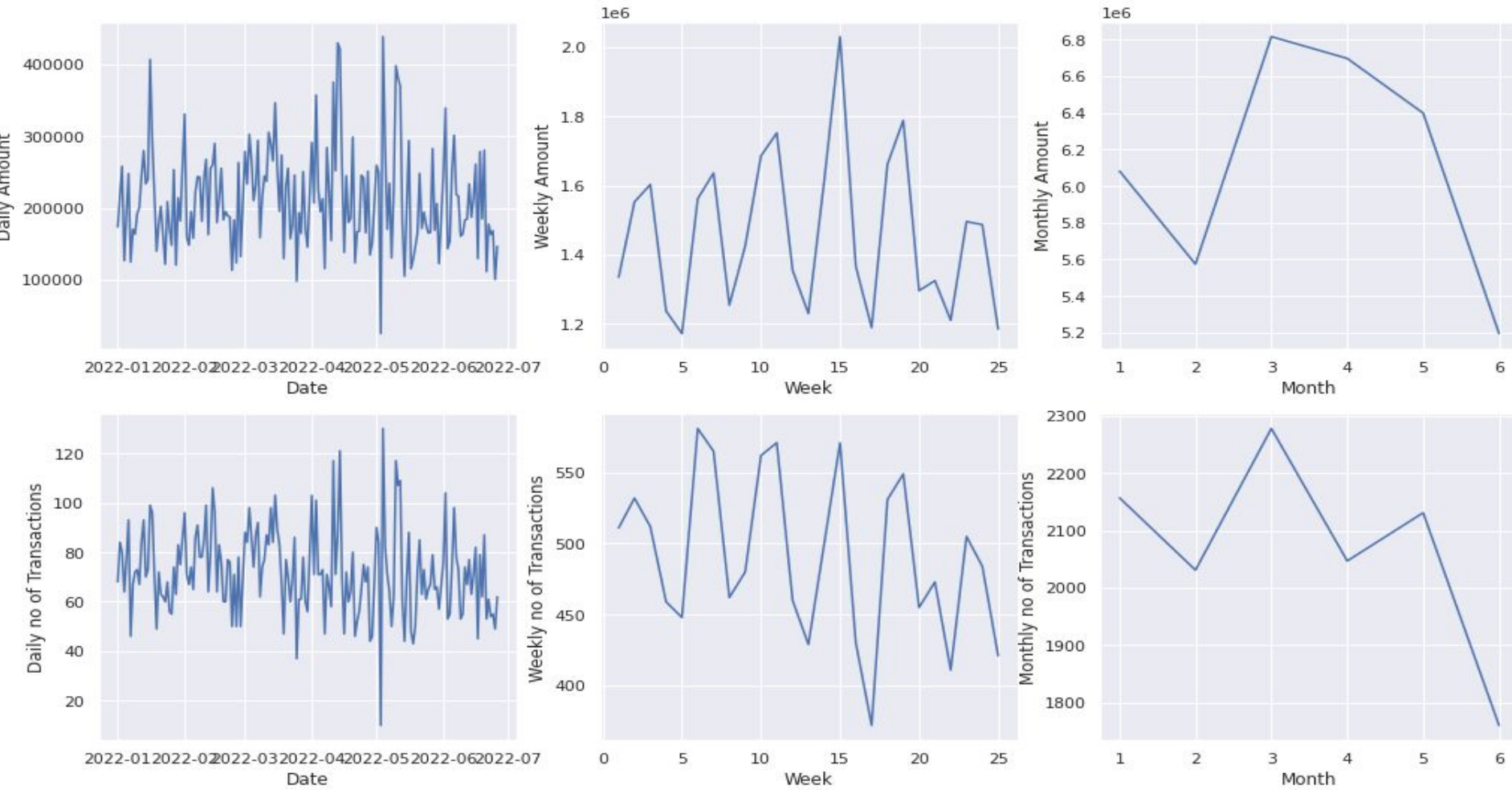
Business ID : 19779

Rank : 9



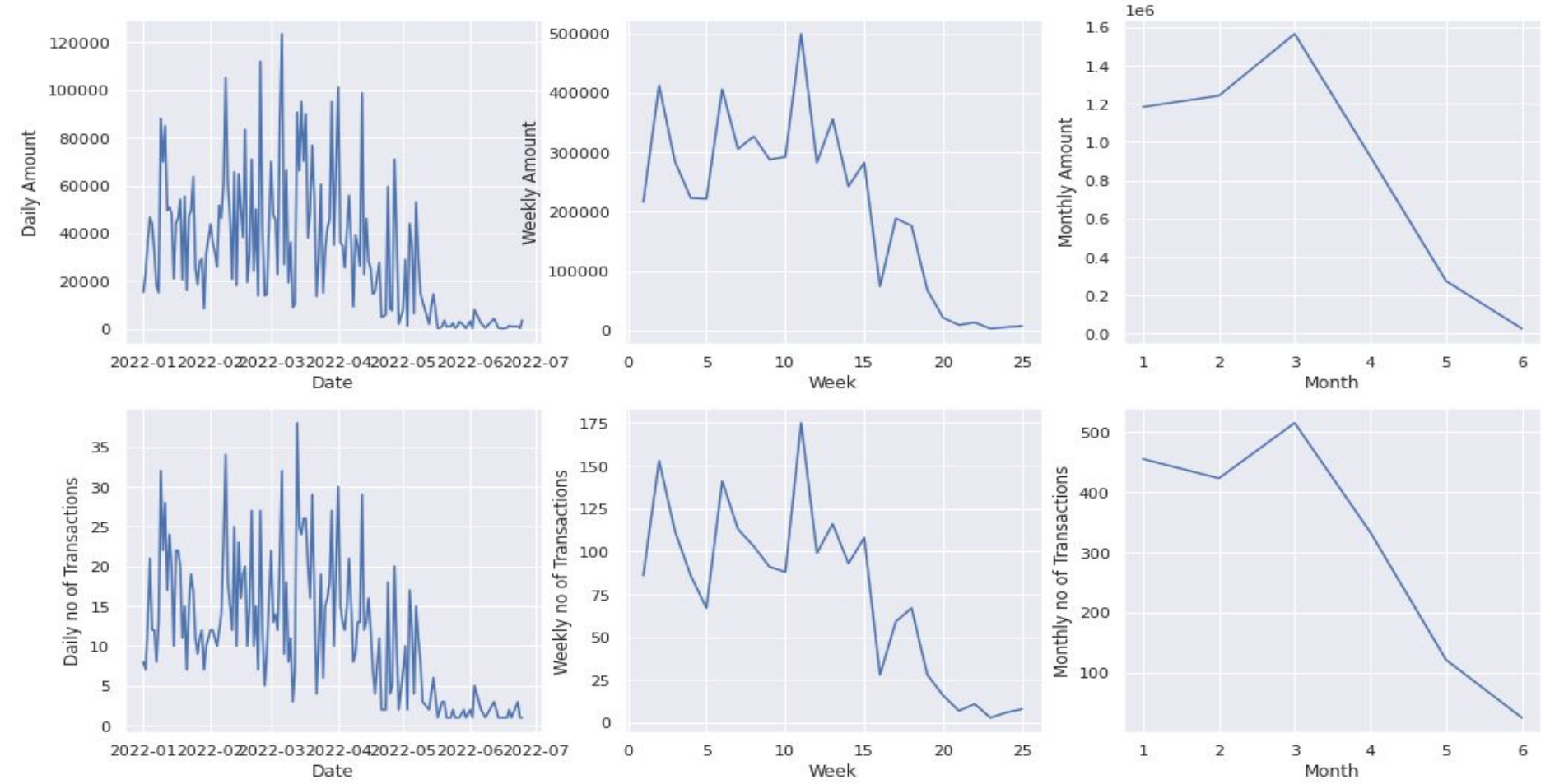
Business ID : 282989

Rank : 10



Business ID : 334017

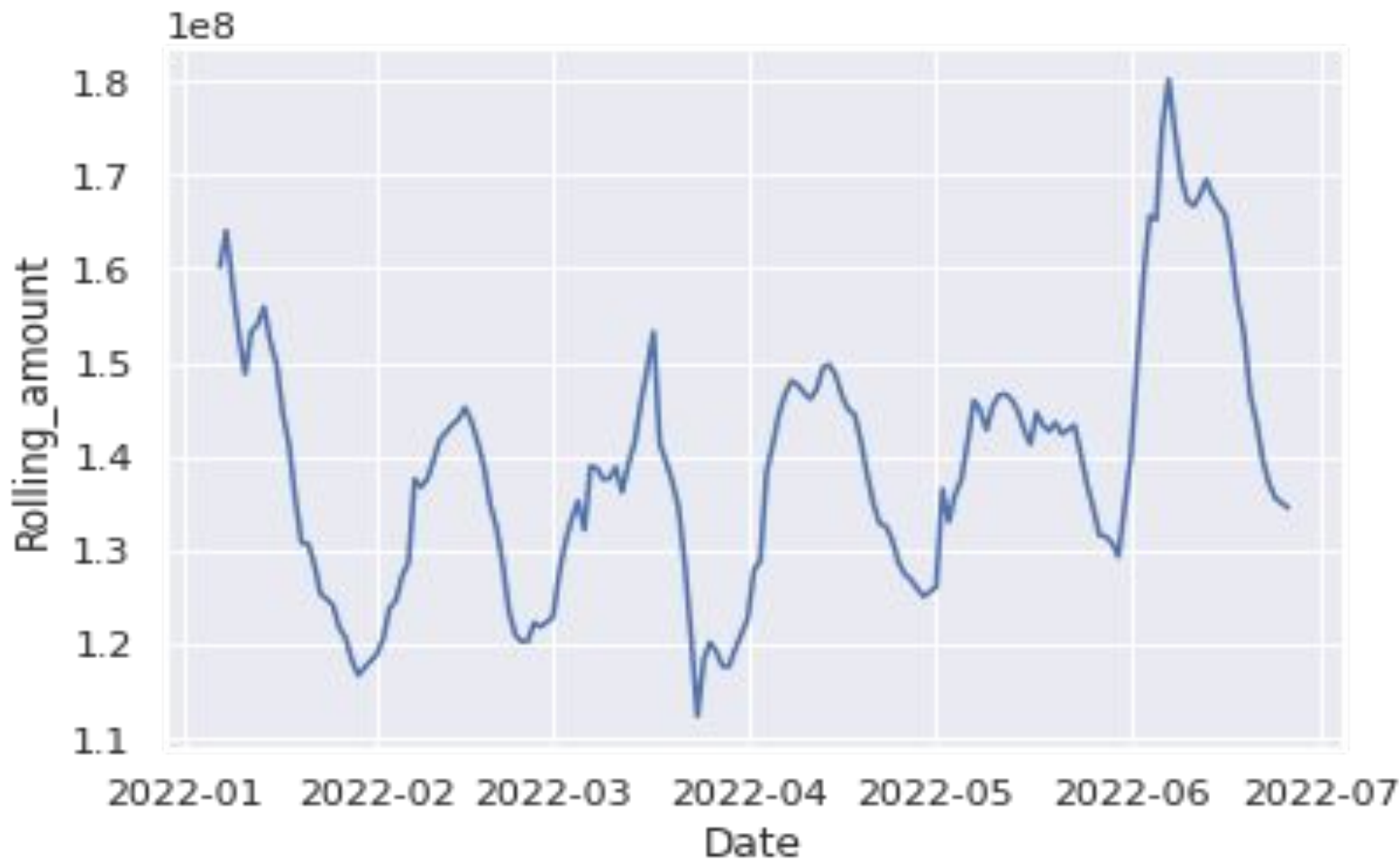
Rank : 11



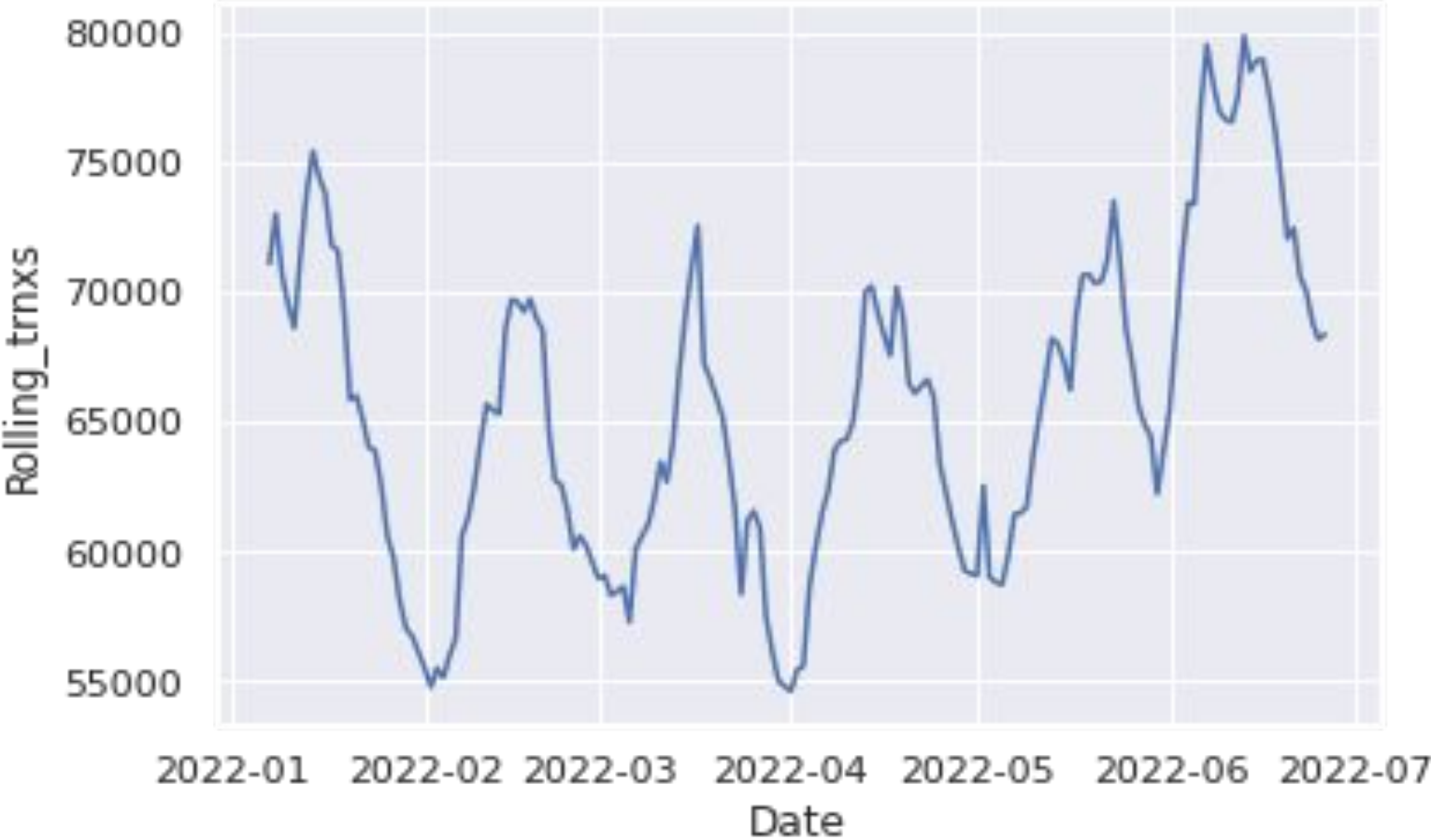
Rolling Average (7) of Amount for successful transactions (>1) for 6 months



Rolling average of sum of daily Amount for 6 month of data



Rolling average of number of pass transactions per day for 6 month of data



Data Size =

No. of transactions (>1) in 6 month = 16441127

No. of Zero Transactions in 6 month = 13075275

1rs transactions in 6 month = 934737

No. of unique Businesses involved in 6 months = 45496

For Zero rs Amount, Mean No. of transactions = 331

One rs = 25

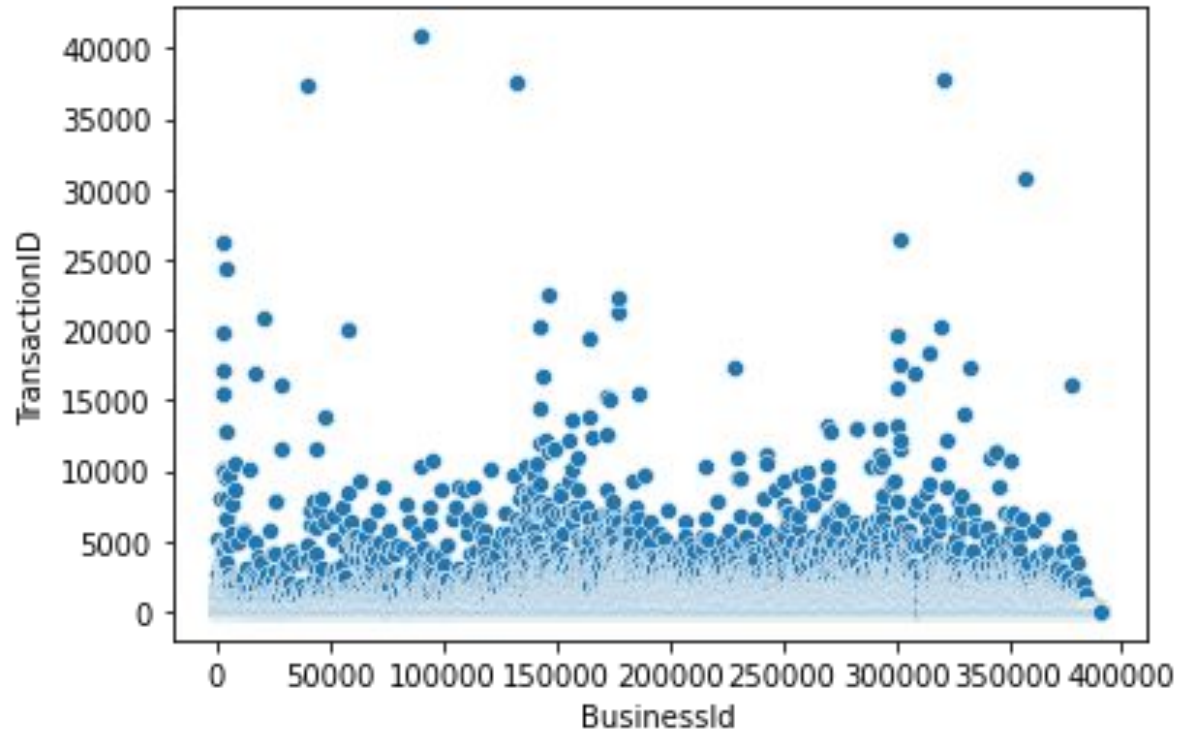
> One = 361

No. of Businesses **above** mean of 361 for >1 rs transactions = 9697

----- **below** ----- = 35599

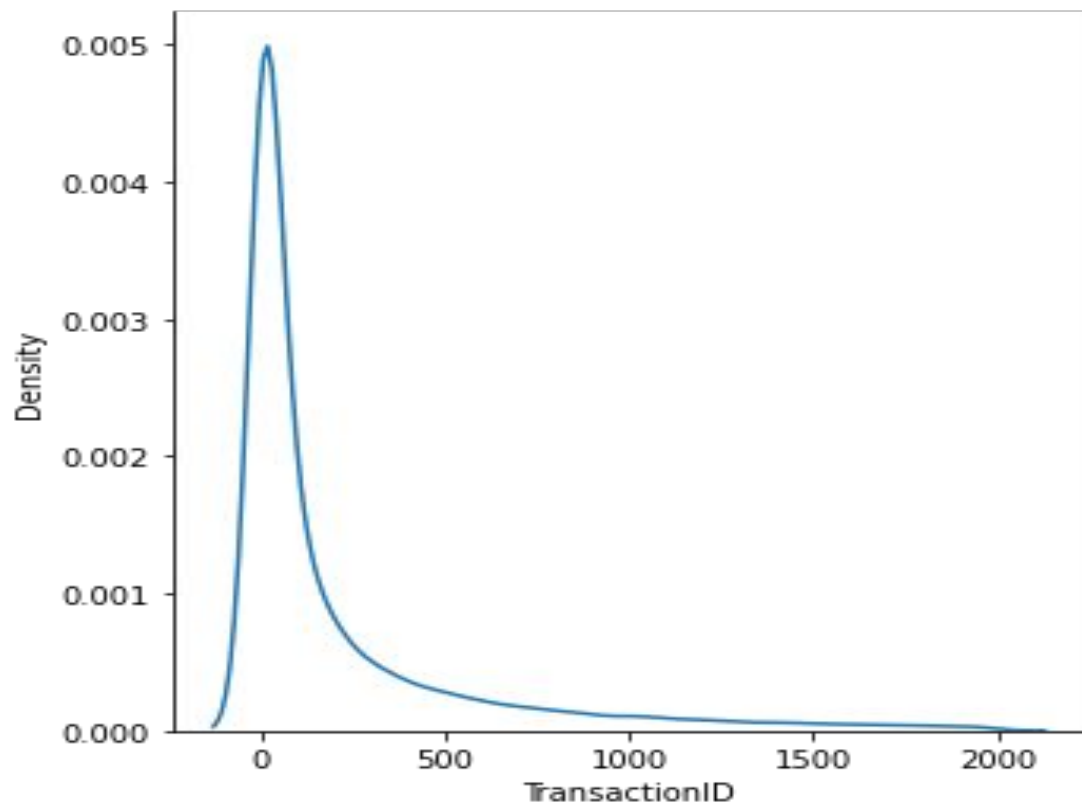
6 month data stats

Scatter Plot with respect to Business ID and Number of transactions for that particular Business Id



6 month data stats

KDE plot for Number of Transactions per BusinessId and Transactions less than 2000



Jan

Feb

Mar

No. of transactions	All = 5914841 0 = 2731586 1 = 167373 >1 = 3015877	All = 4470718 0 = 2468448 1 = 157001 >1 = 2468448	All = 4818344 0 = 1977658 1 = 164796 >1 = 2675882
Pass / Fail Trnxs(>1)	1 1 2 1988199 Pass 3 1016527 Fail 5 1975 Partial 6 9175 Can	1 1 2 1711356 3 745503 4 0 5 1811 6 9777	1 6 2 1862334 3 800616 5 2010 6 10916
Mean trnxs	Mean trnxs = 77 No. of businesses >77 = 6122 No. of businesses <77 = 19686	Mean trnxs = 89 No. of businesses >89 = 6645 No. of businesses <89 = 20890	Mean trnxs = 93 No. of businesses >93 = 6963 No. of businesses <93 = 21803

Jan

Feb

Mar

Mean Amount
per business

Mean of mean Amount per business
= 1017354.80

No. of Businesses Above mean = 58

No. of Businesses Below mean
= 28132

Mean of mean Amount per
business = 1603402

No. of Businesses Above mean
= 40

No. of Businesses Below mean
= 27495

Mean of mean Amount per
business = 1051313

No. of Businesses Above
mean = 45

No. of Businesses Below
mean
= 28721

Sum of Amount
per business

Mean of Amount sum per
business = 18360175.422

No. of Businesses Above mean = 60

No. of Businesses Below mean
= 28130

Mean of Amount sum per
business =
11856245.780547667

No. of Businesses Above mean
= 46

No. of Businesses Below mean
= 27489

Mean of Amount sum per
business =
15772895.938996037

No. of Businesses Above
mean = 49

No. of Businesses Below
mean
= 28717

Apr

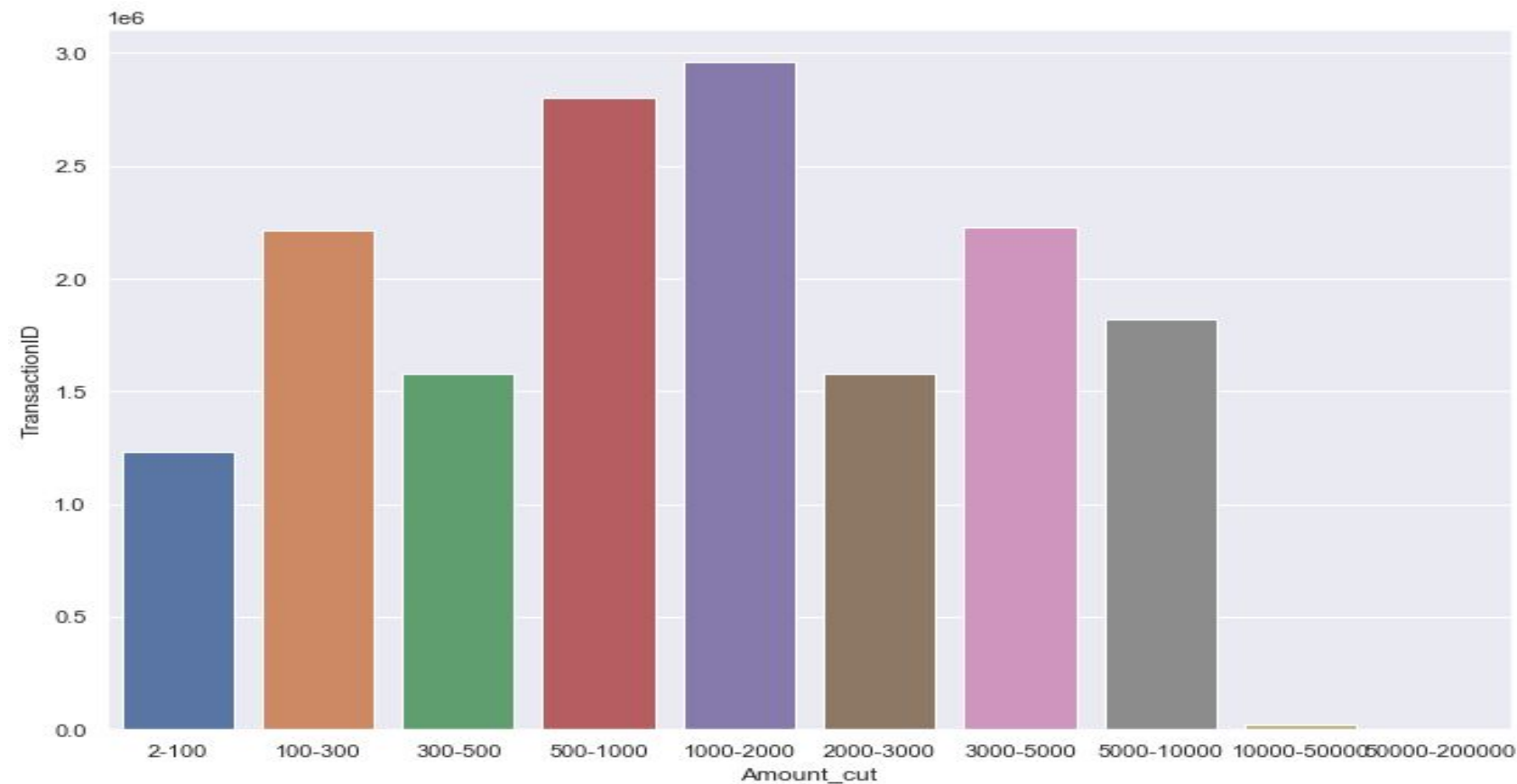
May

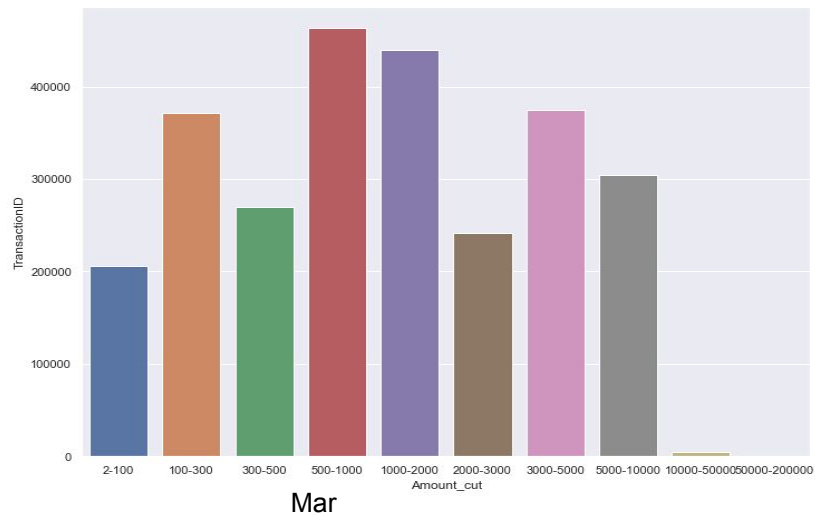
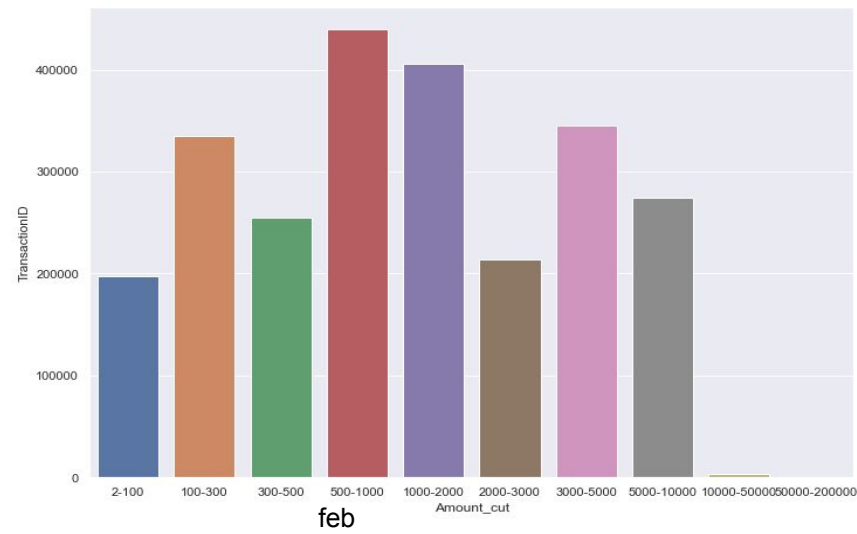
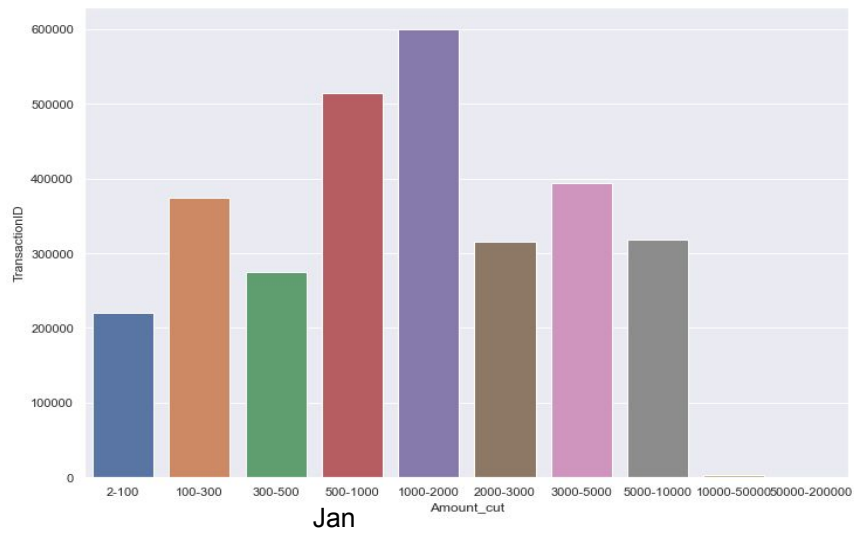
June

No. of transactions	All = 4946881 0 = 2077841 1 = 165185 >1 = 2703843	All = 5031239 0 = 2092371 1 = 148239 >1 = 2790625	All = 5269162 0 = 2350556 1 = 132143 >1 = 2786452
Pass / Fail Trnxs(>1)	1 4 2 1865931 Pass 3 827237 Fail 5 1507 Partial 6 9160 Can	1 0 2 1971659 3 806840 5 1620 6 10502	1 125 2 1936631 3 843173 5 656 6 5865
Mean trnxs	Mean trnxs = 92 No. of businesses >92 = 7021 No. of businesses <92 = 22104	Mean trnxs = 93 No. of businesses >93 = 7307 No. of businesses <93 = 22665	Mean trnxs = 92 No. of businesses >92 = 7542 No. of businesses <92 = 22677

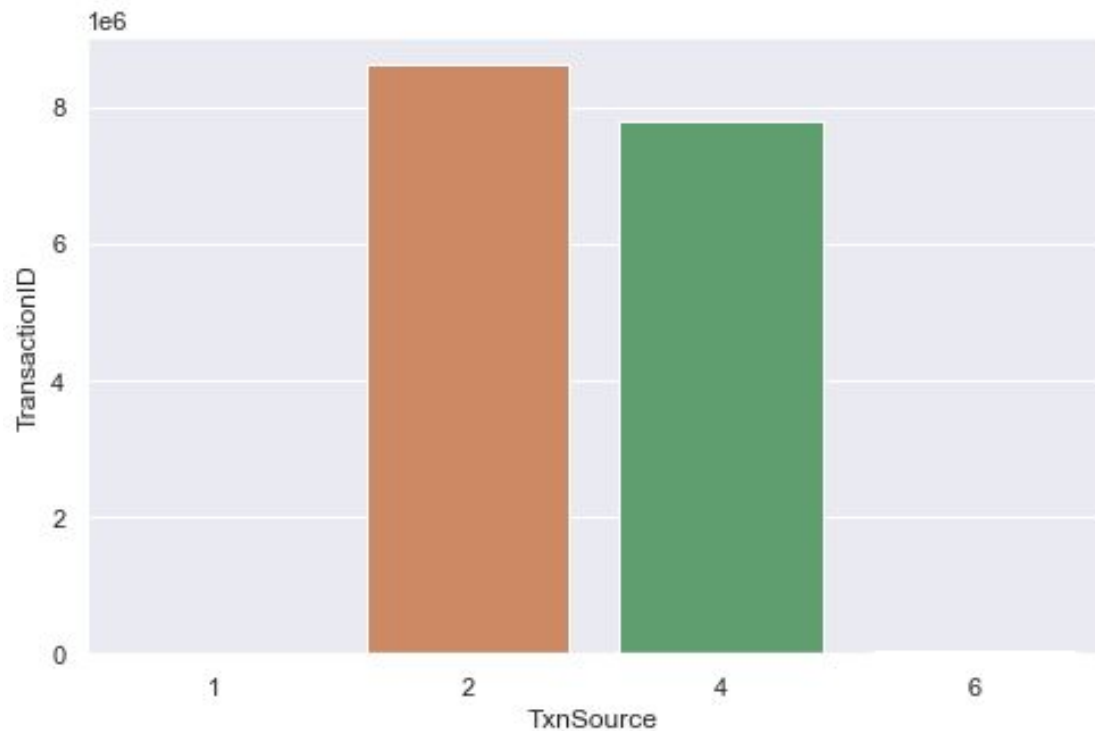
	Apr	May	June
Mean Amount per business	Mean of mean Amount per business = 443959 No. of Businesses Above mean = 39 No. of Businesses Below mean = 29086	Mean of mean Amount per business = 1732477 No. of Businesses Above mean = 57 No. of Businesses Below mean = 29915	Mean of mean Amount per business = 1050709.06182743 No. of Businesses Above mean = 50 No. of Businesses Below mean = 30169
Sum of Amount per business	Mean of Amount sum per business = 11471731.749491502 No. of Businesses Above mean = 47 No. of Businesses Below mean = 29078	Mean of Amount sum per business = 26306914.531456694 No. of Businesses Above mean = 57 No. of Businesses Below mean = 29915	Mean of Amount sum per business = 13619535.593939906 No. of Businesses Above mean = 58 No. of Businesses Below mean = 30161

Bar graph of amount categorized into value categories (Amount Segmentation) for 6 month



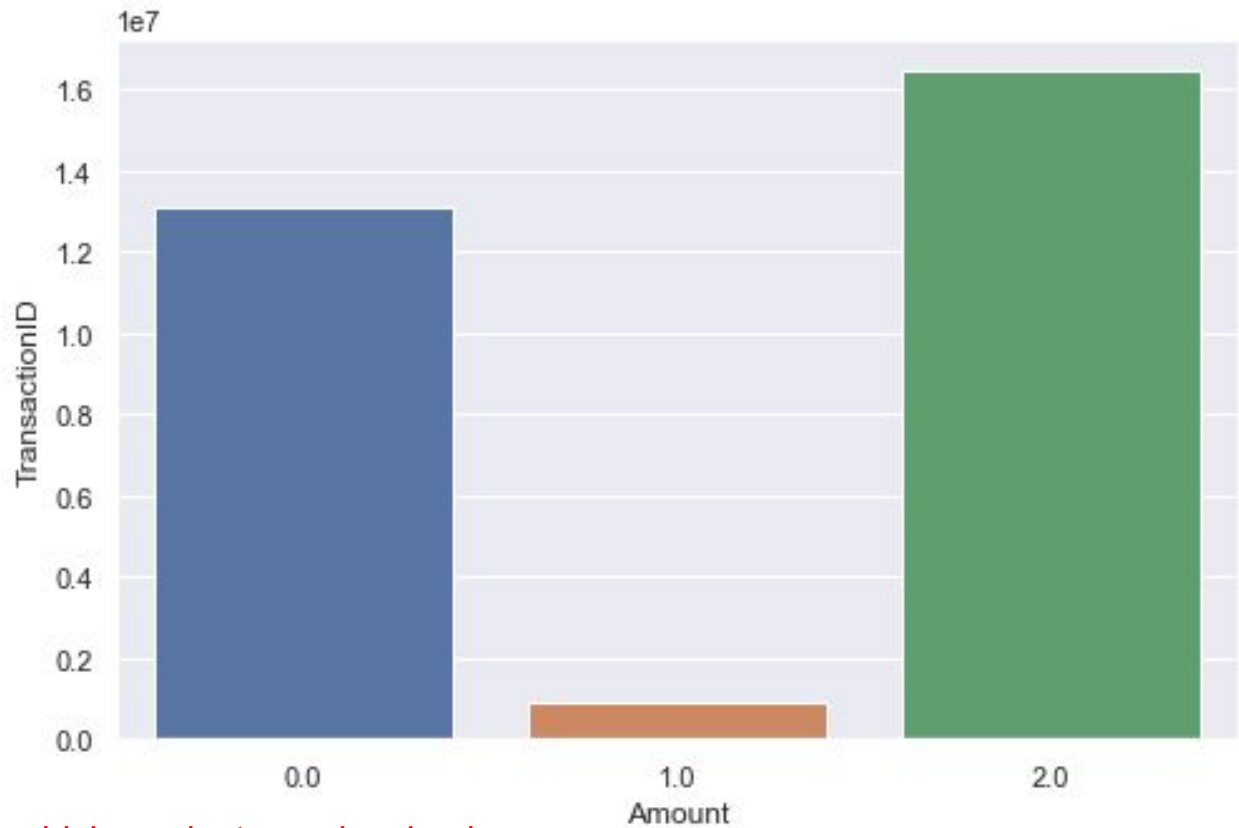


Bar graph of Transaction Source (TxnSource) with respect to transactions for 6 months



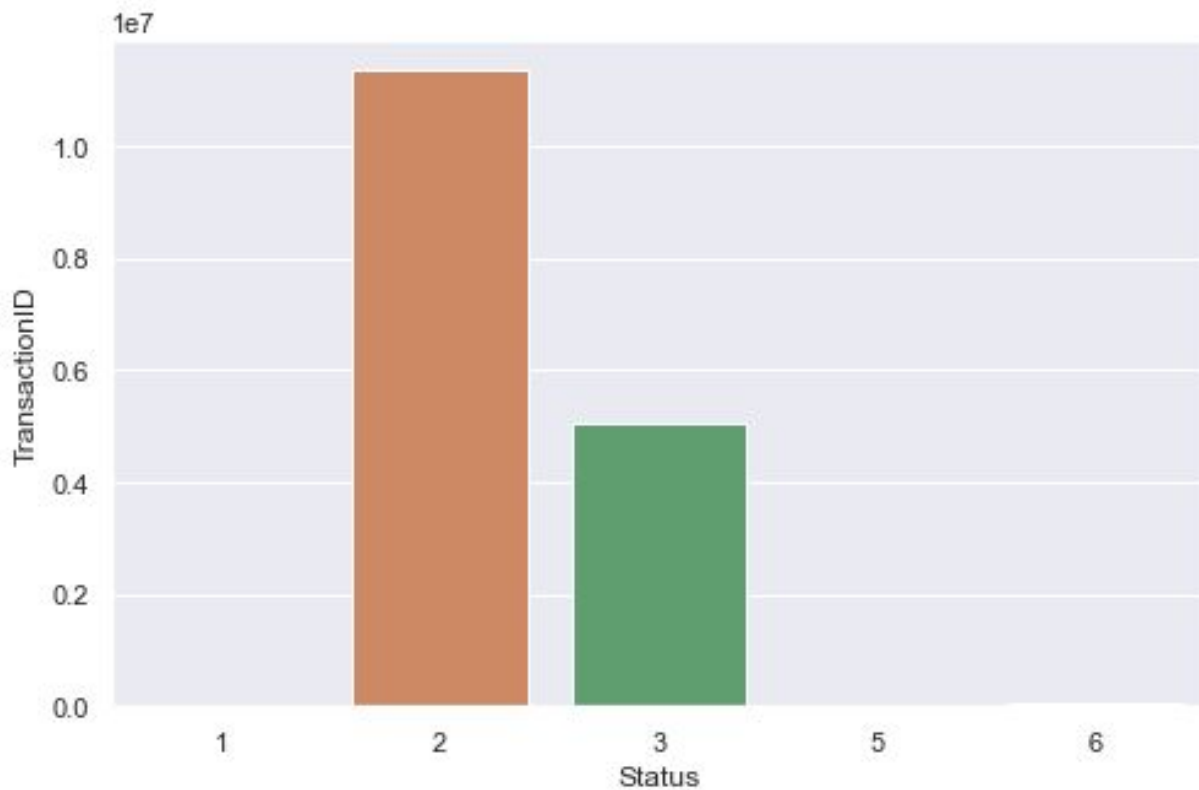
failed trnxs in mobile and web

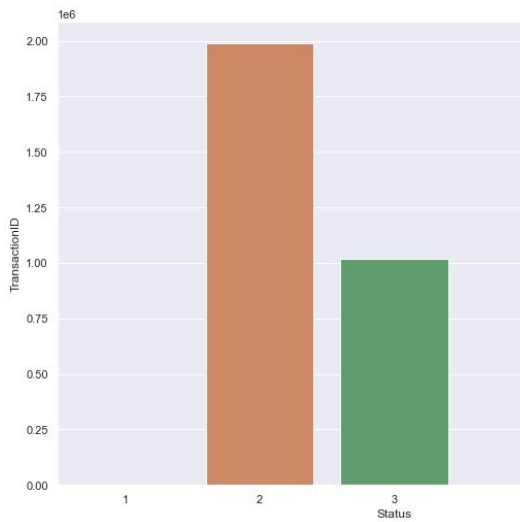
Distribution of Number of Transactions according to Amount of values 0,1 and >1 (here encoded as 2) for 6 months



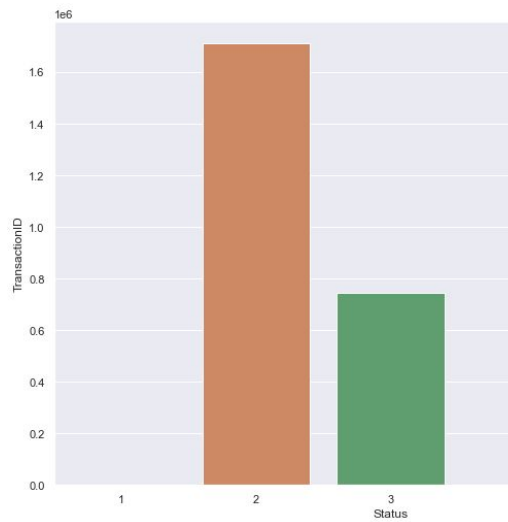
Zero trnxs analysis, which products are involved

Bar graph for Number of Transactions (Amount>1) for each status (1,2,3,4,5 and 6) for 6 months

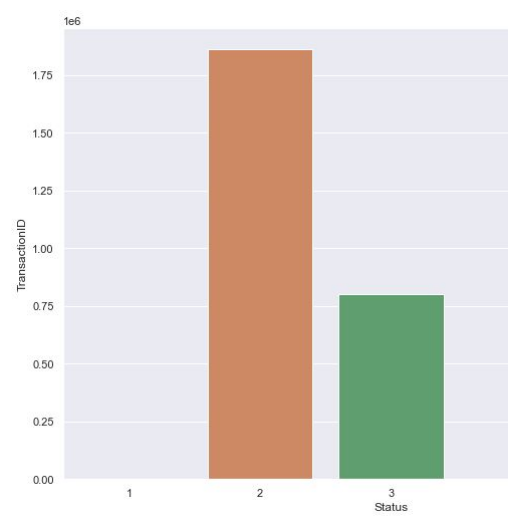




Jan

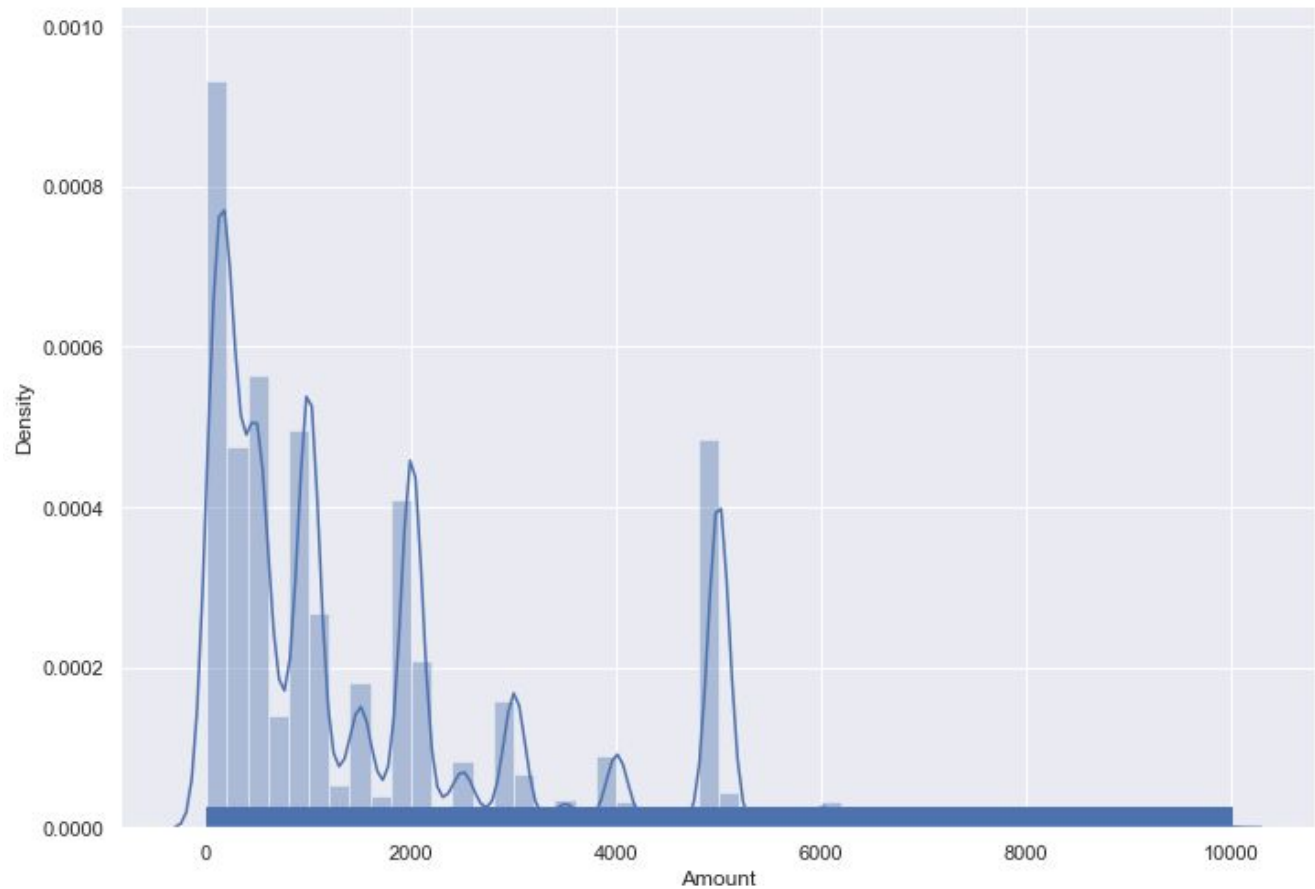


feb

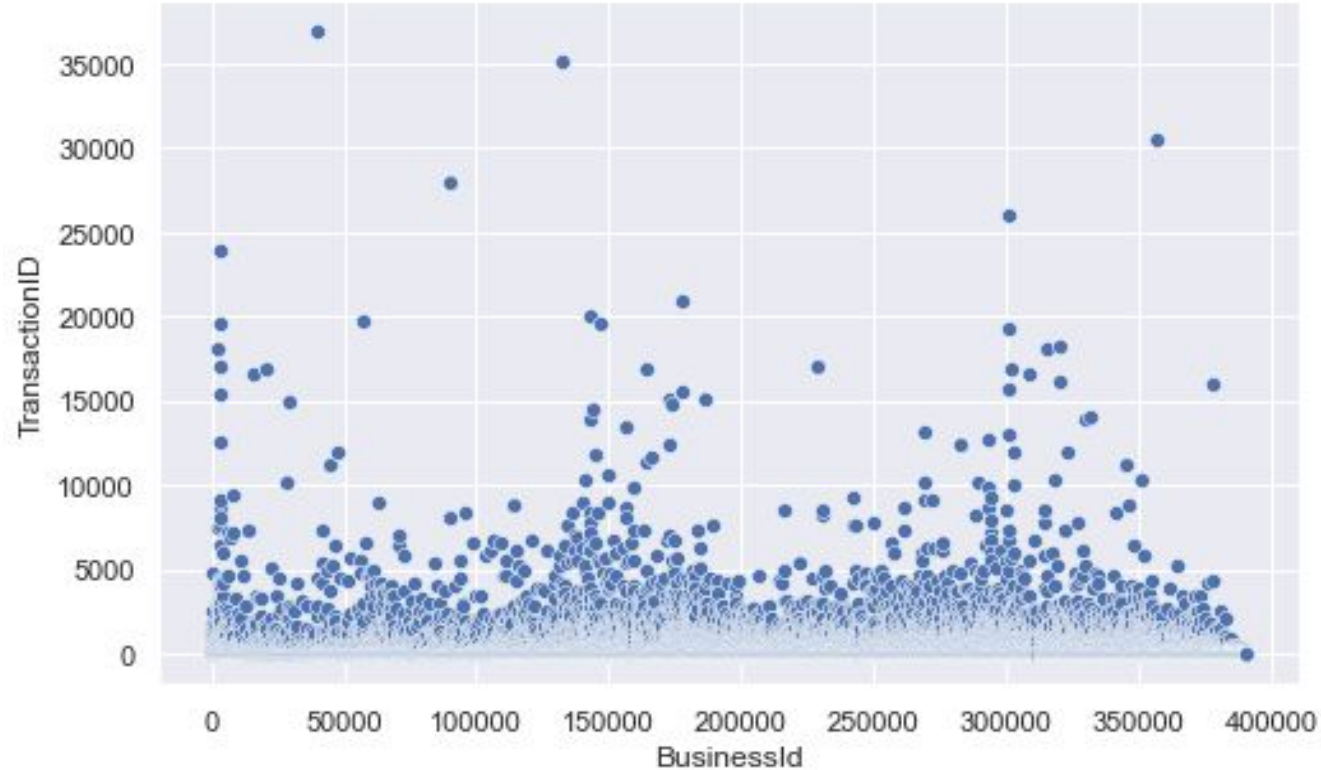


mar

Successful Paid transactions (>1)

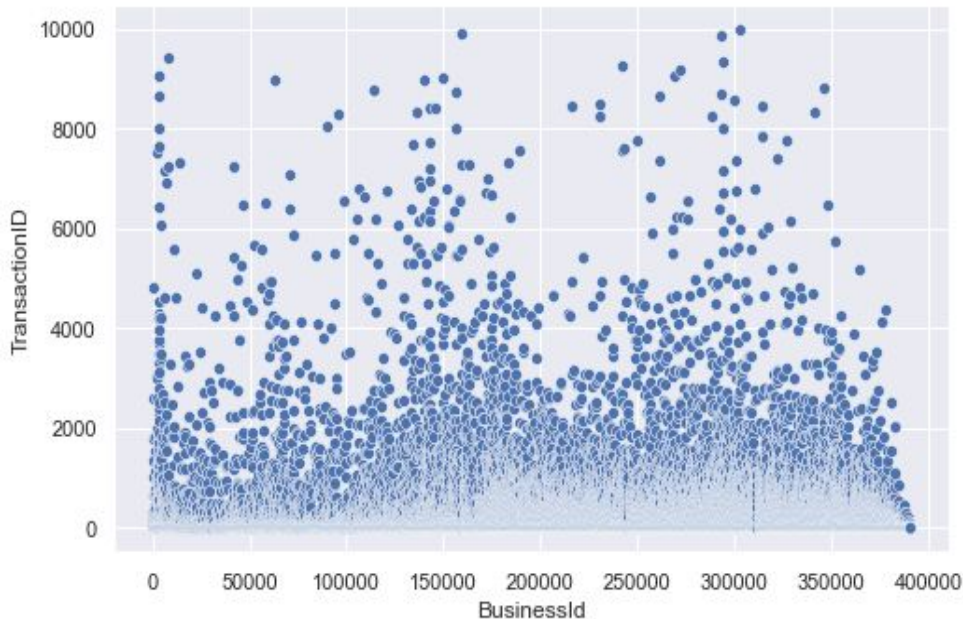


Number of Transactions per Business for only successful transactions(>1) of 6 months



Total Number Of Business = 40379
(In successful only Data)

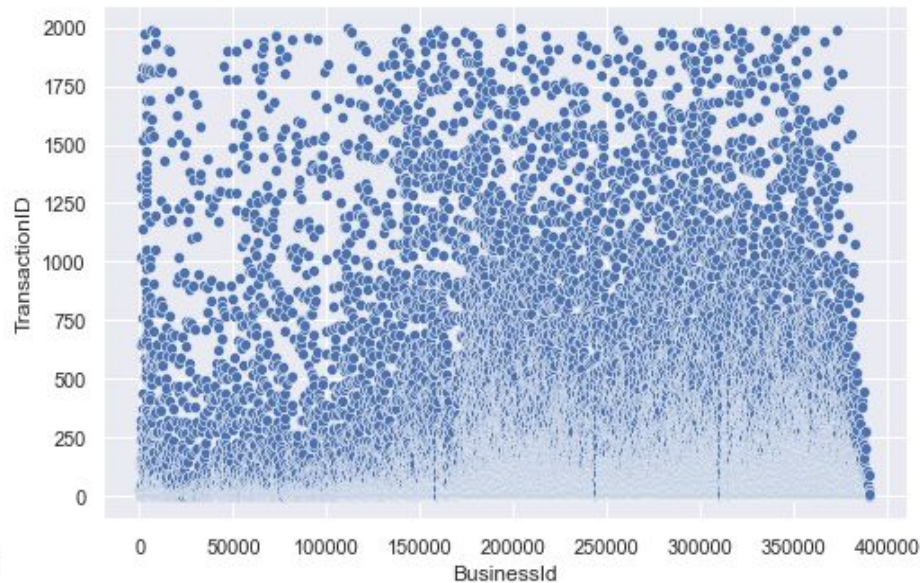
Number of Transactions per Business for only successful transactions(>1) with Bounding of businesses having Transactions <10000 (6 months)



Total No of business = 40322
(under 10000)

99.49% of Business which lies under the range
of 2000 no of transactions

Number of Transactions per Business for only successful transactions(>1) with Bounding of businesses having Transactions <2000 (6 months)



Total No of business = 39347
(under 2000)

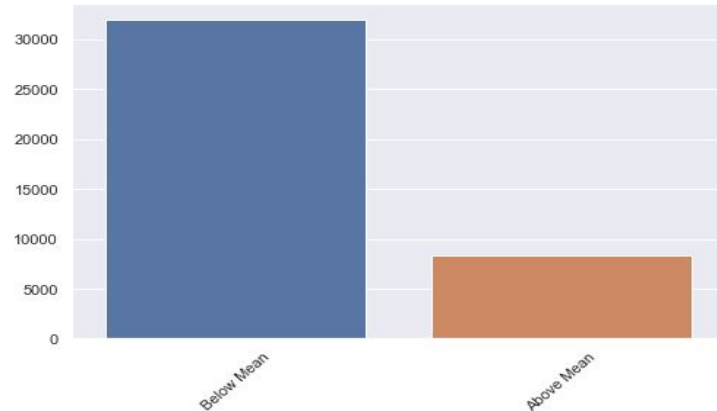
For whole Dataset of BusinessID and Number of transactions per BusinessID

Total Number Of Business = 40379

Mean number of Transactions = 280

Number of Business = 8372
Above mean Transactions

Number of Business = 32007
Below mean Transactions



For Dataset (Transactions < 2000) of BusinessID and Number of transactions per BusinessID

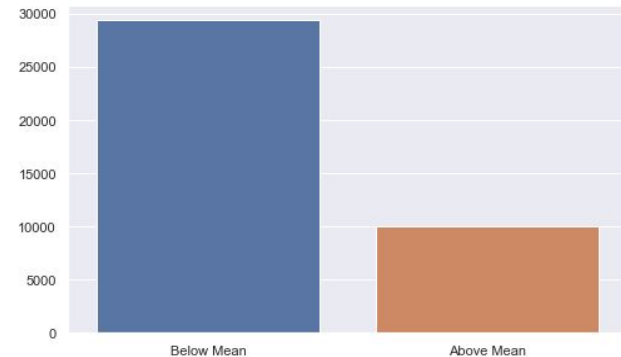
Total Number Of Business = 39347

Mean number of Transactions = 176

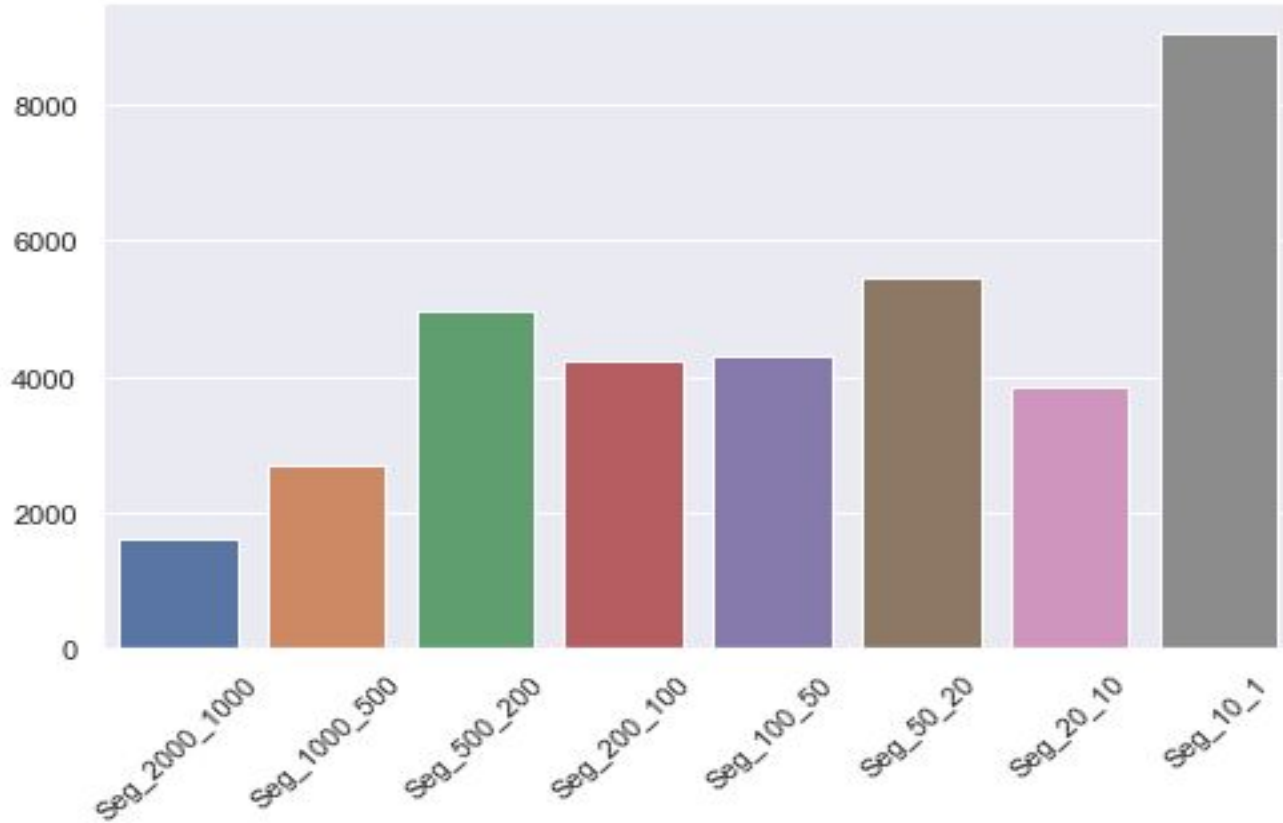
Number of Business = 9999
Above mean Transactions

Number of Business = 29348
Below mean Transactions

99.49% of Business which lies under the range of 2000 no of transactions

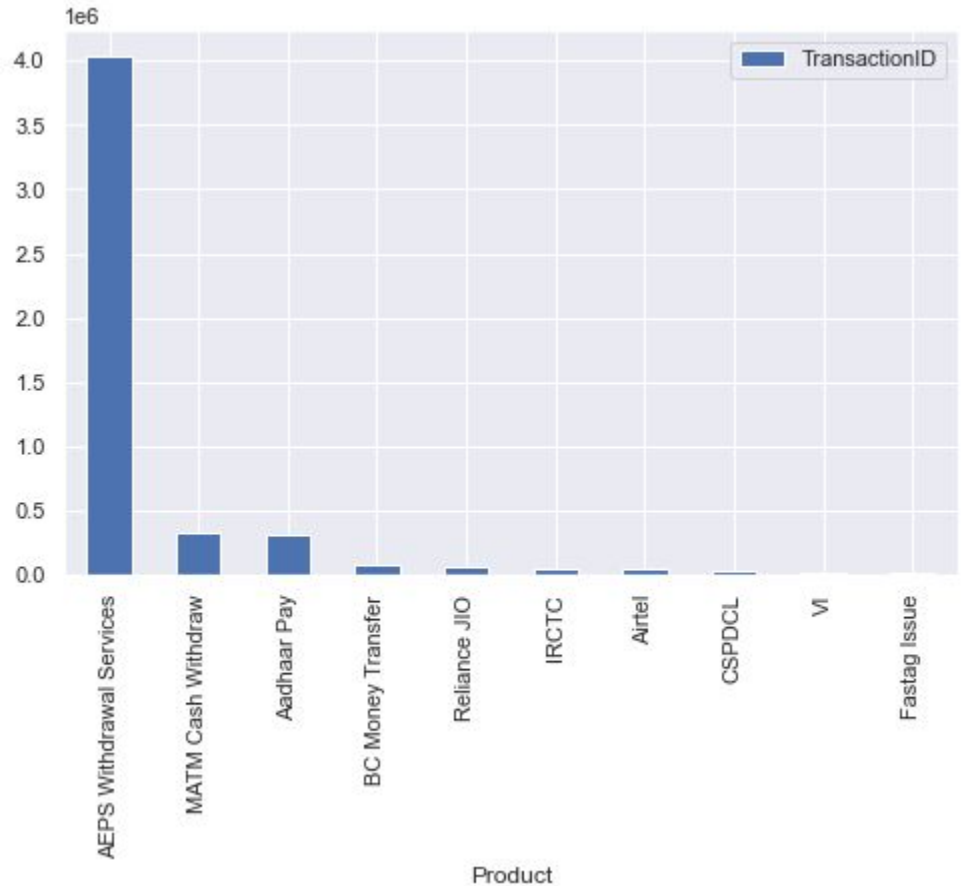


Segmentation of Businesses based on number of transactions (2000-1000, 1000-5000, etc)



No of business in between 10 to 1 Transactions are higher than the other segments.

Top products having Transactions failed (amount=0) with respect to No. of Transactions



Top products having Transactions failed
(amount=0) with respect to No. of Transactions
(Removed Enquiry Products)

