**E-commerce Customer Churn**

# **Context**

The data set belongs to a leading online E-commerce company. An online retail (E-commerce) company wants to know the customers who are going to churn, so accordingly, they can approach customers to offer some promos.

# **Features**

* **Tenure:** Tenure of a customer in the company..
* **WarehouseToHome:** Distance between the warehouse to the customer’s home.
* **NumberOfDeviceRegistered:** Total number of deceives is registered on a particular customer.
* **PreferedOrderCat:** Preferred order category of a customer in the last month.
* **SatisfactionScore:** Satisfactory score of a customer on service.
* **MaritalStatus:** Marital status of a customer.
* **NumberOfAddress:** Total number of added on a particular customer.
* **Complaint:** Any complaint has been raised in the last month.
* **DaySinceLastOrder:** Day since last order by customer.
* **CashbackAmount:** Average cashback in last month
* **Churn:** Churn flag.