

# E-commerce Customer Churn Analysis

Total number of customer

5630

Avg no of day since last order for churn customer

3

Avg cashback amount for churn customer

\$160...

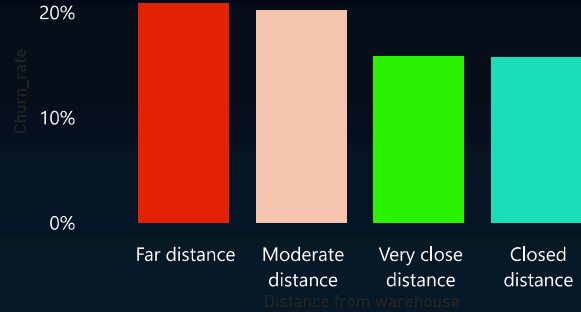
Avg Total cashback amount for customer

\$177...

Churn\_rate

16.84%

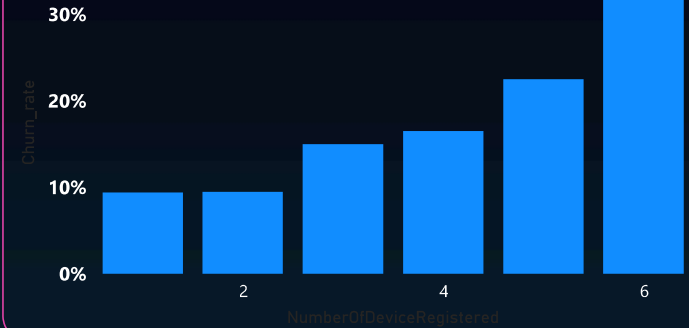
## Churn\_rate by Distance from warehouse



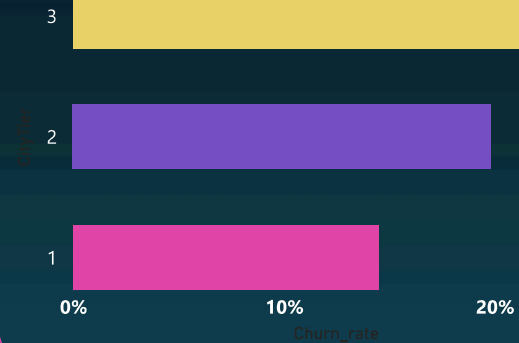
## Churn\_rate by Tenure range



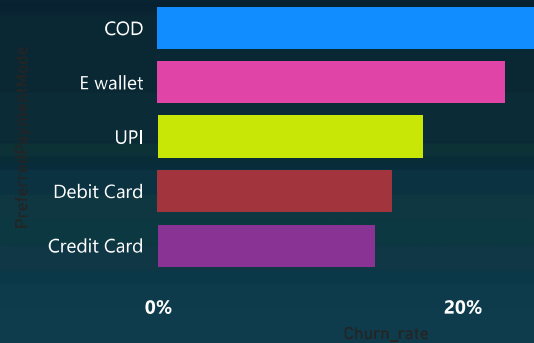
## Churn\_rate by Number Of Device Registered



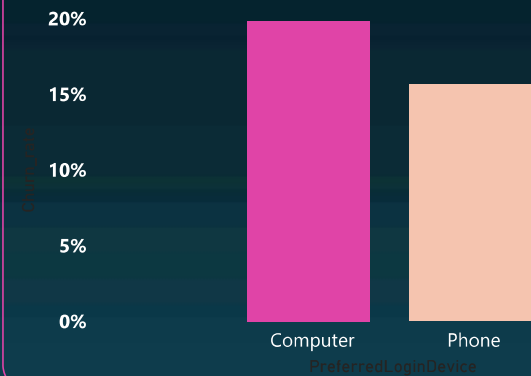
## Churn\_rate by CityTier



## Churn\_rate by Payment Mode



## Churn\_rate by Login Device



PreferredOrderCat

All

3.07

Average of Satisfaction...

Gender

☐ Female

☐ Male

Complain

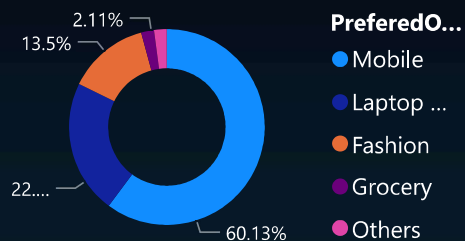
☐ No

☐ Yes

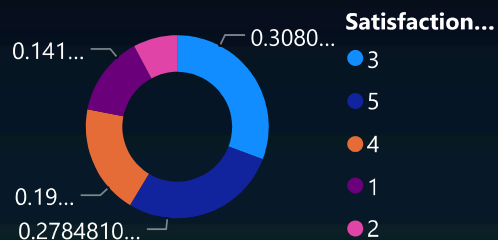
16.16K

Sum of OrderCount

Churn Percentage of order item

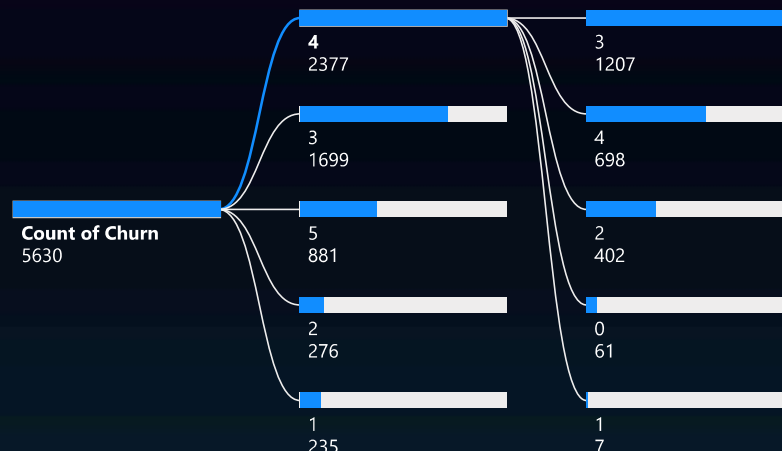


Churn Percentage by Satisfaction Score

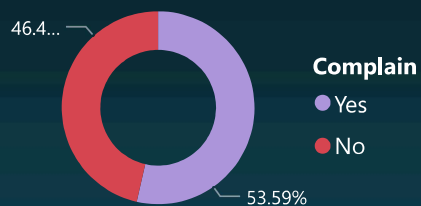


NumberOfDevice... x  
4

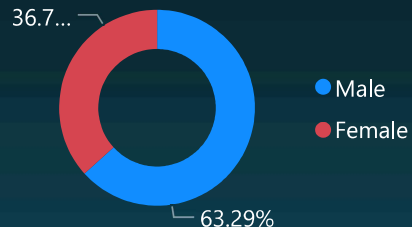
HourSpendOnApp x  
3



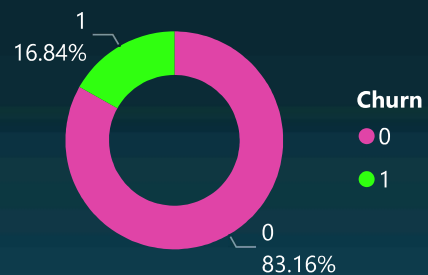
Complain from churn Customer



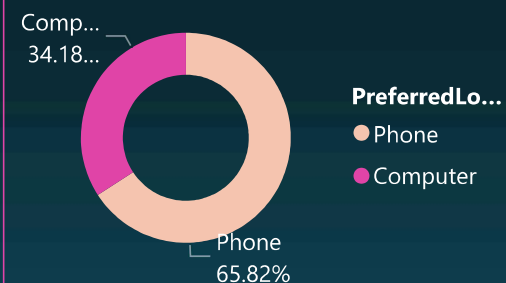
Churn Percentage by Gender



Churn Status Per Customer



Churn Percentage by login Device



## Insights :

The overall churn rate is 16.84%, indicating significant customer attrition.

Tier 1 cities have lower churn rates than Tier 2 and Tier 3 cities, possibly due to competition and customer preferences.

More customers tend to leave when using Cash on Delivery and E-wallet payment methods, whereas Credit card and Debit card transactions result in fewer departures. This suggests that people's payment choices play a significant role in customer retention.

Customers who stick around for a longer time are less likely to leave, highlighting the importance of building customer loyalty from the beginning.

Male customers have slightly higher churn rates than female customers, although the difference is minimal.

Moderate cashback amounts correspond to higher churn rates, while higher amounts lead to lower churn, suggesting the positive impact of higher cashback on loyalty.

Customer complaints are prevalent among churned customers, emphasizing the importance of addressing concerns to minimize churn.

Highly satisfied customers (rating 5) have a relatively higher churn rate, highlighting the need for proactive retention strategies at all satisfaction levels.