E-COMMERCE CUSTOMER CHURN ANALYSIS
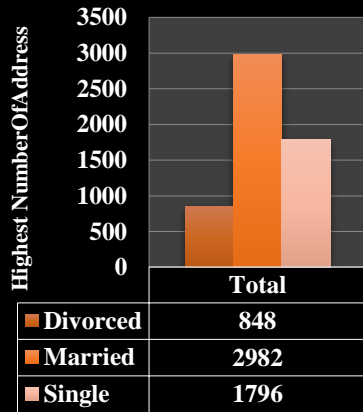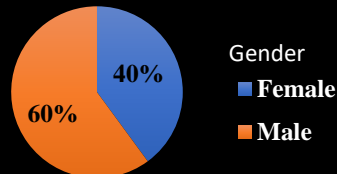
Highest NumberOfAddress

Customers marital status with highest number of addresses
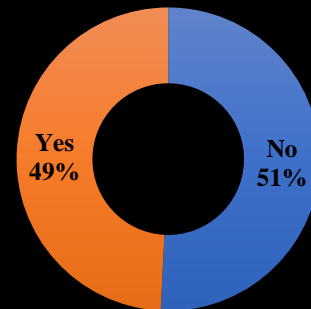

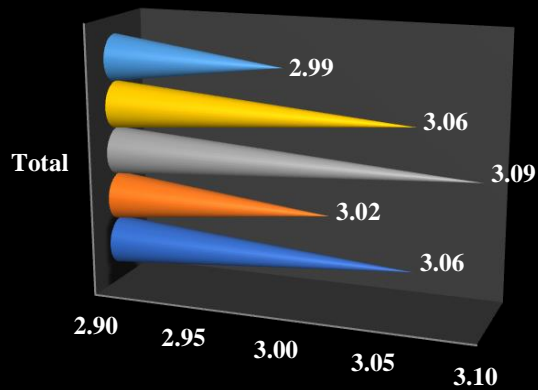| Highest NumberOfAddress	Total
Divorced	848
Married	2982
Single	1796

Highest Number of CouponUsed

Total

Gender
- Female 40%
- Male 60%

Average of SatisfactionScore

Total

- Yes 49%
- No 51%

Average of SatisfactionScore

Total
- 2.99
- 3.06
- 3.09
- 3.02
- 3.06

PreferredOrderCat
- Others
- Mobile Phone
- Laptop & Accessory
- Grocery
- Fashion

Customer only one HoursSpentOnApp and DaySinceLastOrder more than 5

- 6
- 7
- 8
- 9

6.00 28.00 8.00 18.00

1

- Series1
- Linear (Series1)

OrderCount vs Tenure
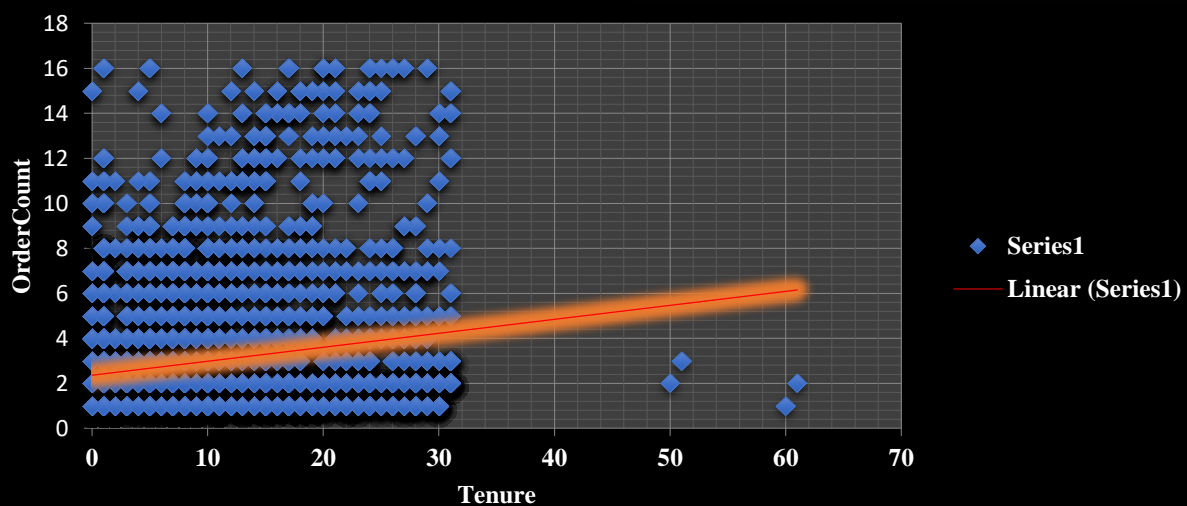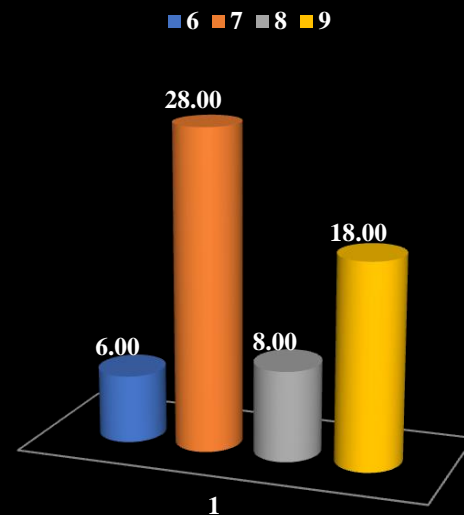
Count of CustomerID

Count of customers in each preferred order category

PreferredOrderCat
- Fashion
- Grocery
- Laptop & Accessory
- Mobile Phone
- Others

Total

0%   20%   40%   60%   80%   100%

Average of SatisfactionScore

Total

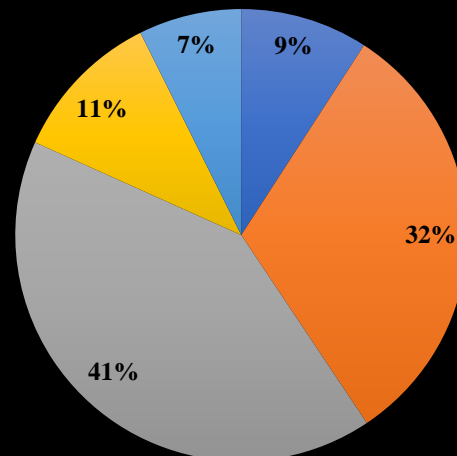|	No	Yes
Total	3.09	3.00
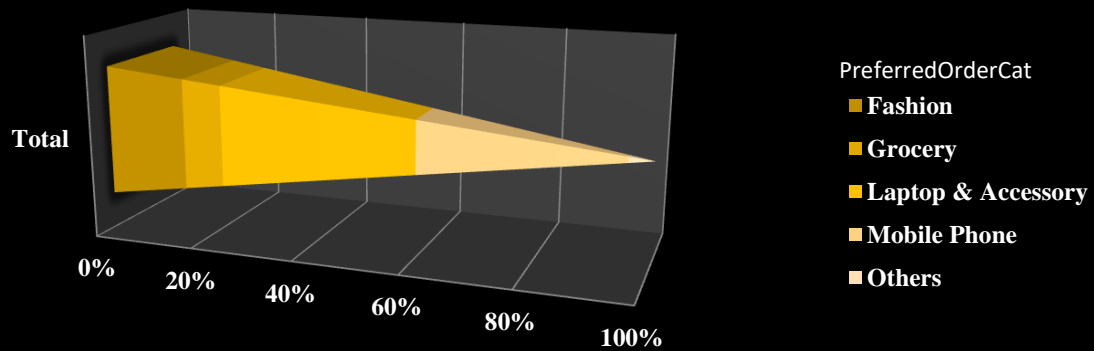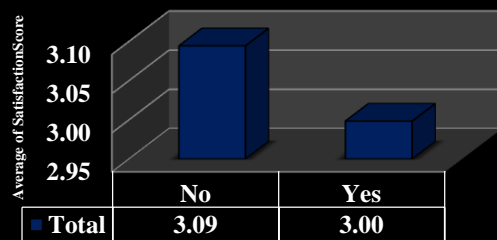
ComplaintReceived

Count of OrderCountAverage of Tenure

Count of OrderCount

PreferredPaymentMode
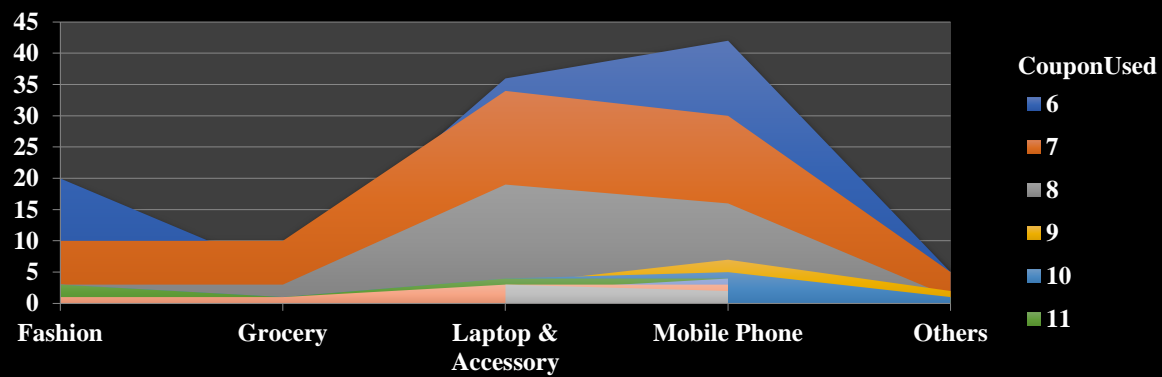- Cash on Delivery
- Credit Card
- Debit Card
- E wallet
- UPI

7%   9%
11%
32%
41%

Values

Count of Distance

2000
1500
1000
500
0

Distance
- Close Distance
- Far Distance
- Moderate Distance

Active   Churned

ChurnStatus

Count of CustomerID

45
40
35
30
25
20
15
10
5
0

Fashion   Grocery   Laptop & Accessory   Mobile Phone   Others

CouponUsed
- 6
- 7
- 8
- 9
- 10
- 11

PreferredOrderCat