**Customer Churn Analysis for Online Retail Company**

I conducted a comprehensive analysis focused on customer churn for an online retail company, utilizing a dataset sourced from Kaggle. Customer churn, the discontinuation of business with a company by customers, presents a significant challenge to businesses due to its adverse impact on customer retention and overall success. In the dynamic realm of e-commerce, customer retention plays a pivotal role. The objective of this analysis was to address this challenge by identifying at-risk customers and formulating targeted retention strategies.

**Project Overview**

In this project, I employed meticulous data cleaning and SQL analysis using MySQL Workbench to process and prepare the dataset. This crucial step ensured data accuracy and integrity, laying the groundwork for deriving meaningful insights. Utilizing Microsoft Power BI, I conducted comprehensive data visualizations and analysis across various stages, including data exploration, insights generation, and actionable recommendations.

**Key Insights:** The analysis yielded several key insights that provide valuable guidance for decision-making and customer retention strategies:

1. **Churn Rate**: The overall churn rate was observed to be 17.94%, underscoring the importance of implementing effective retention strategies.

2.**Preferred Login Device**: Customers using computers exhibited slightly higher churn rates compared to phone users, indicating the need for tailored enhancements for computer users' experiences.

3.**City Tiers**: Tier 1 cities demonstrated lower churn rates compared to Tier 2 and Tier 3, suggesting the necessity of customizing strategies based on city tiers.

4. **Warehouse Proximity**: Proximity to the warehouse correlated with lower churn rates, highlighting the significance of optimized delivery strategies.

5. **Payment Modes**: Churn rates were higher for "Cash on Delivery" and "E-wallet" payments, emphasizing the importance of providing secure payment options.

6. **Tenure**: Longer customer tenure was associated with lower churn rates, highlighting the significance of early efforts in building customer loyalty.

7.**Customer Satisfaction:** Even highly satisfied customers experienced churn, reinforcing the need for proactive retention strategies across all levels of customer satisfaction.

8.**Marital Status:** Single customers exhibited higher churn rates, while married customers demonstrated the lowest churn rates, indicating the influence of marital status on churn behaviour.

9.**Device Registration:** Customers with more registered devices faced higher churn rates, underlining the importance of providing consistent user experiences.

10.**Order Categories**: The "Mobile Phone" category displayed the highest churn rate, emphasizing the need for targeted retention strategies in this segment.

11.**Complaints:** Churned customers frequently raised complaints, highlighting the critical importance of effective complaint resolution.

12.**Coupon Usage**: Non-churned customers exhibited higher coupon usage, showcasing the success of loyalty rewards in retaining customers.

13.**Cashback:** Higher cashback amounts correlated with higher churn rates, suggesting a need to align cashback offerings with customer demands. Interestingly, customers receiving lower cashback amounts exhibited a 100% retention rate.

**Recommendations:** Based on the insights derived from this analysis, the following recommendations are proposed:

- Enhance the user experience for customers accessing the platform via computers, ensuring seamless navigation and features tailored to their preferences.

- Customize retention strategies based on city tiers to address the unique characteristics and needs of customers in different city segments.

-Optimize logistics and delivery processes to reduce delivery times, lower shipping costs, and enhance overall customer satisfaction.

-Streamline and secure payment methods, with a particular focus on offering convenient and reliable options beyond "Cash on Delivery" and "E-wallet."

- Improve complaint resolution processes and customer support to address concerns promptly and effectively, fostering customer loyalty.

-Develop targeted retention strategies for specific order categories, such as the "Mobile Phone" category, to mitigate high churn rates.

-Ensure consistent and engaging experiences across various devices, fostering customer loyalty and engagement.

-Engage and reward customers across all levels of satisfaction through personalized messages, exclusive offers, and loyalty programs.

-When offering cashback incentives, align the amounts with customer preferences and demands to optimize their impact on retention.

**Conclusion:** This analysis offers valuable insights into customer churn behaviour for the online retail company, enabling informed decision-making and the implementation of targeted retention strategies. By addressing the challenges posed by customer churn and adopting the recommended strategies, the company can enhance customer loyalty, reduce churn rates, and ultimately achieve sustained growth and success in the competitive e-commerce landscape.