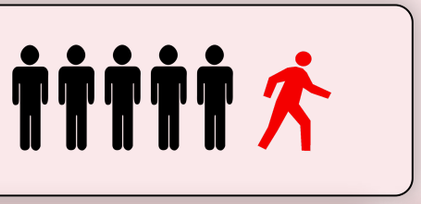
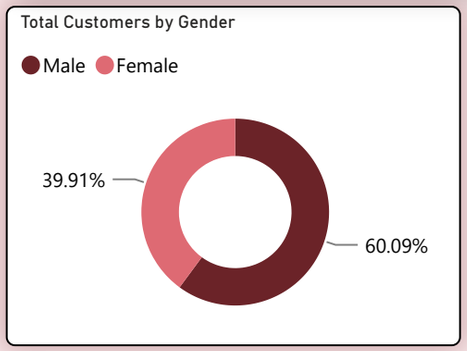
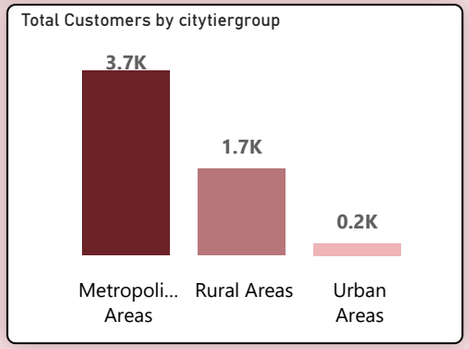
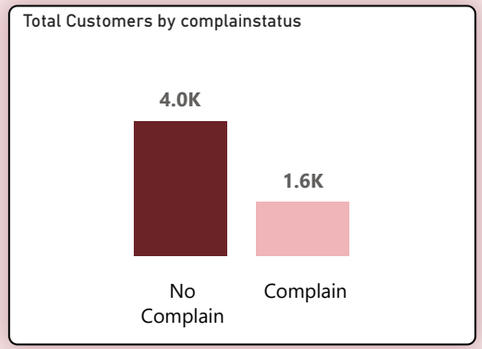
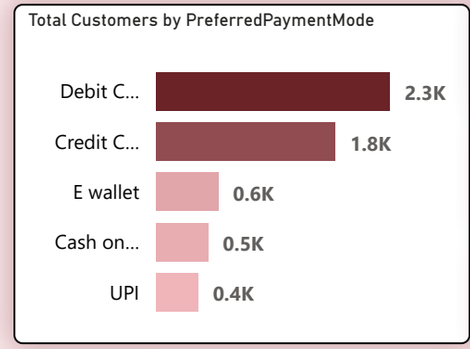


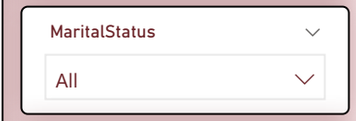
5628	948	16.84%	3.07	28.50%	10
Total Customers	Churned	Churn Rate	Satisfaction score	Complain Rate	Average Tenure

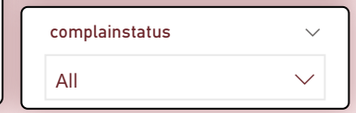




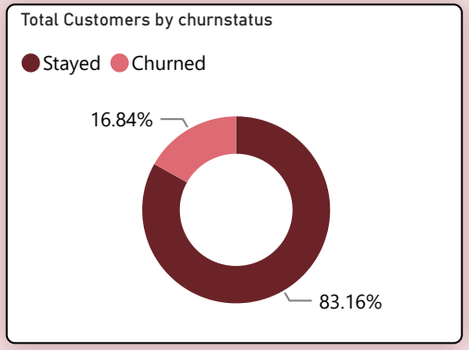


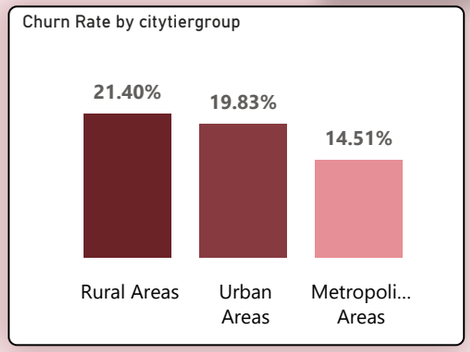


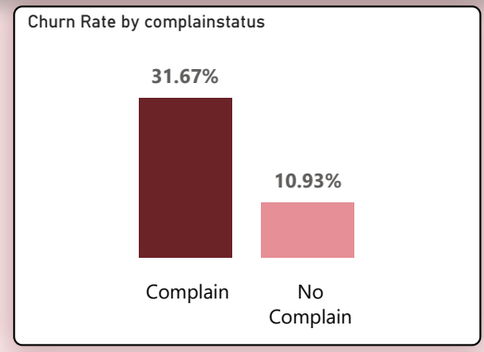


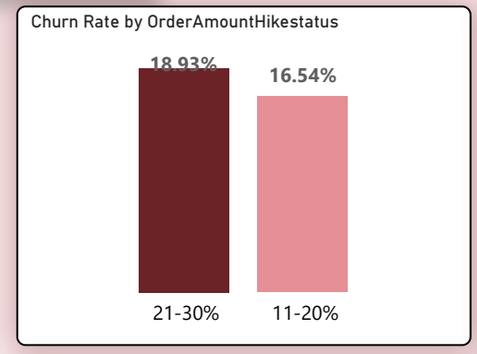


CUSTOMER CHURN RATE ANALYSIS



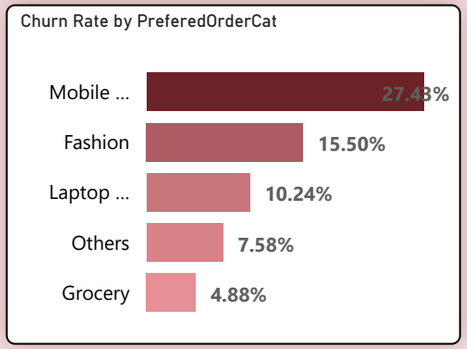


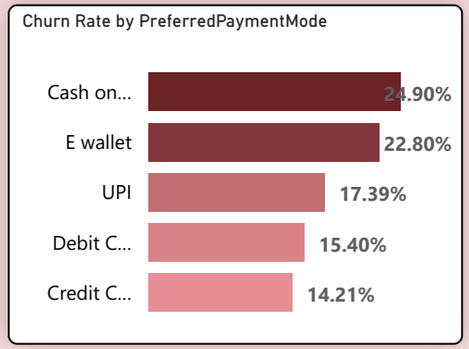


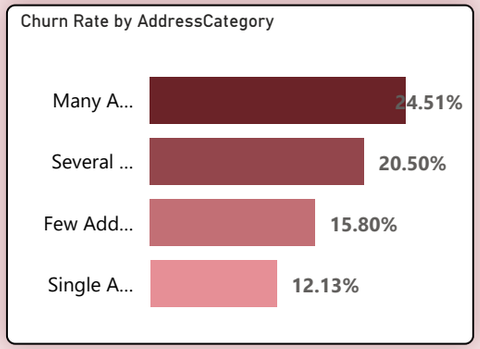


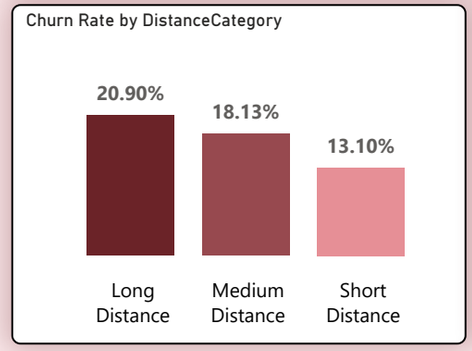
Key Findings and Interpretations

1. Churn rates are highest amongst customers who lodge complaints, indicating a need to improve customer service and address complaints promptly and efficiently.
2. Customers with multiple devices tend to churn at a higher rate. This may suggest the need for better app optimization across different devices.
3. There is a higher churn in categories like mobile phones and fashion, indicating the necessity to understand customers' needs and preferences better in these categories.
4. There is a higher churn rate in rural areas compared to urban









Key Findings and Interpretations

1. Churn rates are highest amongst customers who lodge complaints, indicating a need to improve customer service and address complaints promptly and efficiently.

2. Customers with multiple devices tend to churn at a higher rate. This may suggest the need for better app optimization across different devices.

3. There is a higher churn in categories like mobile phones and fashion, indicating the necessity to understand customers' needs and preferences better in these categories.

4. There is a higher churn rate in rural areas compared to urban and metropolitan areas, suggesting a possible disparity in service quality or customer experience that needs to be addressed.

5. Payment mode preference significantly influences the churn rate. Customers using more traditional payment methods like cash on delivery churn more than those using digital payment methods.

6. The distance of orders plays a significant role in customer churn rates. The churn rate is highest among customers placing long-distance orders, suggesting potential shortcomings in our long-distance logistics, delivery, or service quality.

Recommendations

Based on the analysis, we suggest the following strategies to mitigate churn:

1. Improve Customer Service: High churn rates among customers lodging complaints underline the need for swift, efficient, and effective resolution of customer issues. Regular training sessions for customer service staff and constant feedback mechanisms can help enhance customer service quality.

2. Optimize App Performance Across Devices: As customers with multiple devices show a higher churn rate, it's crucial to ensure seamless app functionality across all devices. Investing in app development and testing to ensure optimum performance is key.

3. Understand Customer Preferences: High churn rates in the mobile phone and fashion categories indicate a need for a more in-depth understanding of customer preferences in these segments. Conducting market research and surveying customers could provide valuable insights.

4. Ensure Consistent Service Quality Across Regions: The high churn rate in rural areas suggests the need to ensure consistent service quality across all regions. This might involve reviewing logistics and delivery systems, addressing any disparities in service, and considering localized marketing strategies.

5. Promote Digital Payment Methods: As customers who prefer traditional payment methods such as cash on delivery show a higher churn rate, promoting the benefits of digital payment methods may help reduce churn. Incentives, education, and awareness campaigns could be effective here.

6. Review Pricing and Cashback Policies: A review of pricing and cashback policies could help retain customers experiencing higher order amount hikes and those receiving moderate cashback. Offering