

CUSTOMER CHURN ANALYSIS DASHBOARD

AT FASHION E-COMMERCE

Risk Customers

21.190

Estimate Revenue of Risk Customers

11,385 M

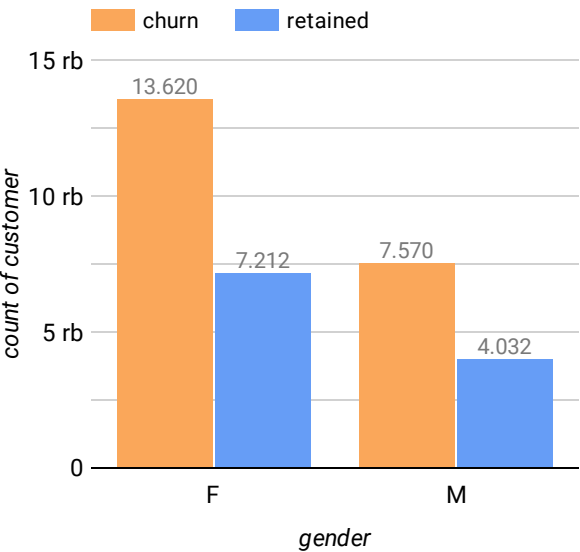
Repeat Purchase Rate

72,7%

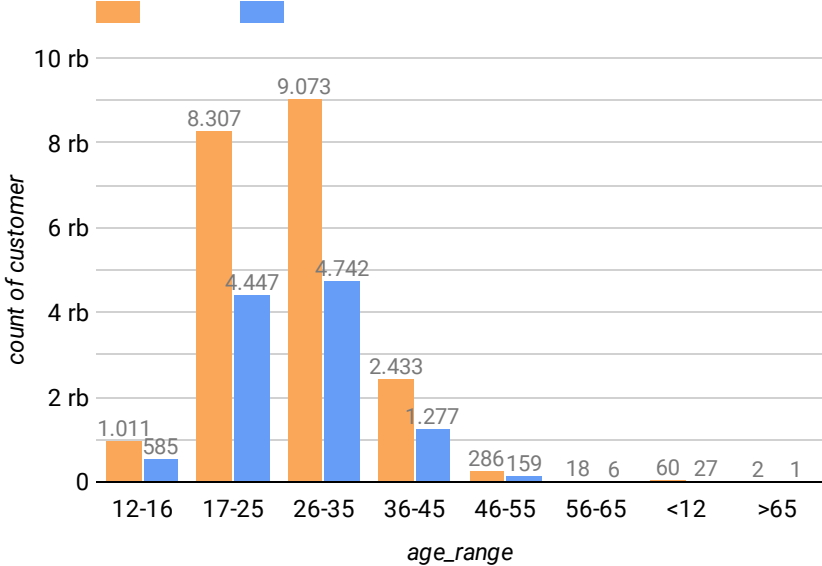
Retained Customers

11.244

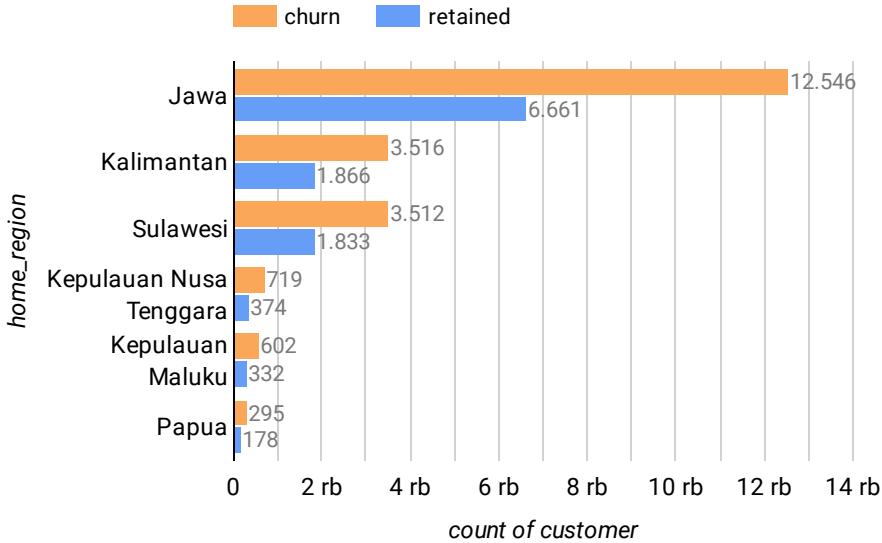
Customer by Gender



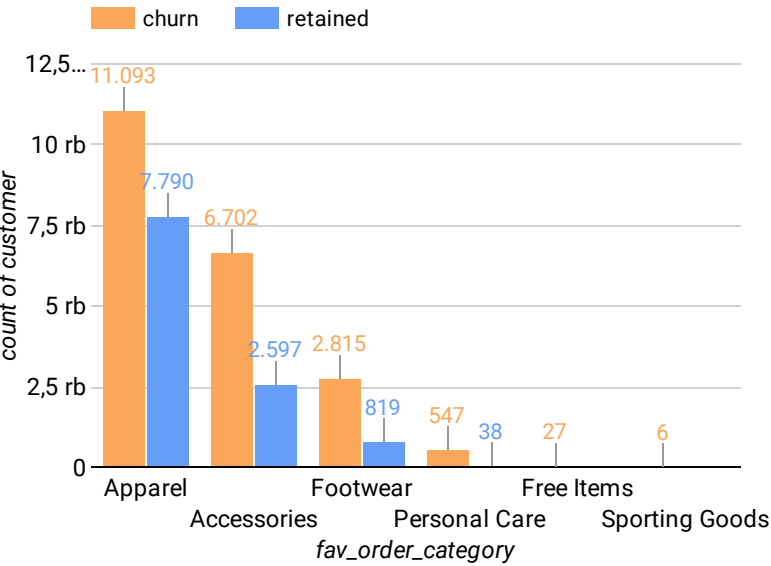
Customer by Range Age



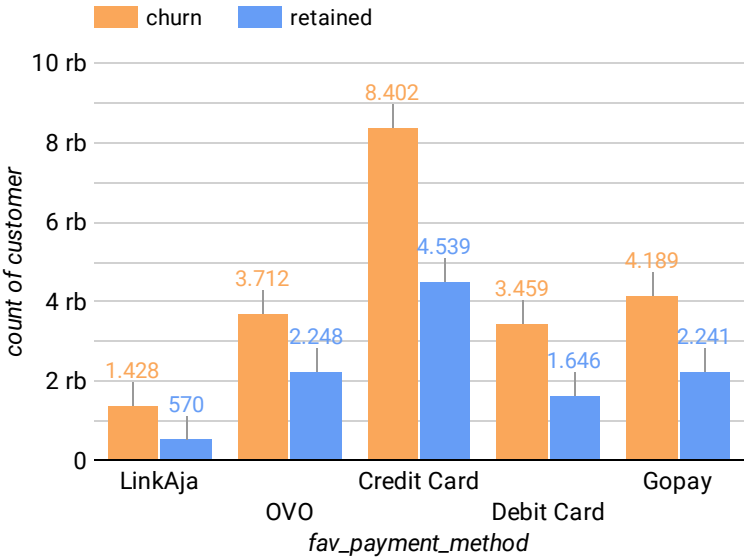
Customer by Home Region



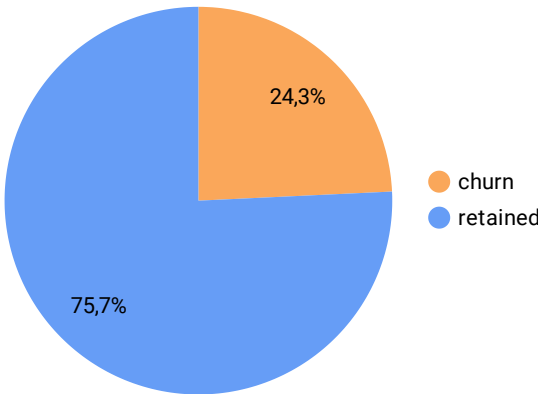
Customer by Preferred Product



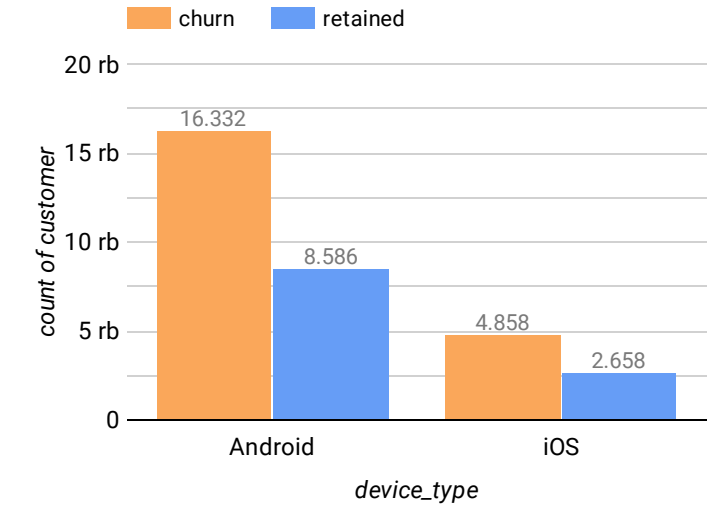
Customer by Preferred Payment Method



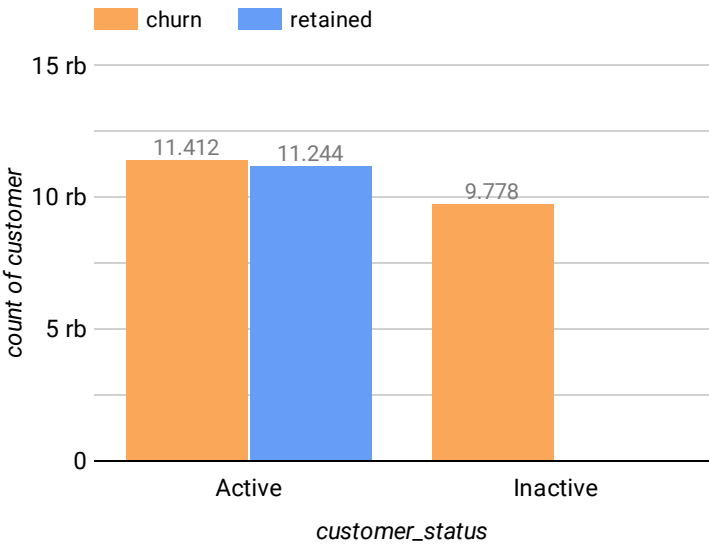
Customer by Promo Used



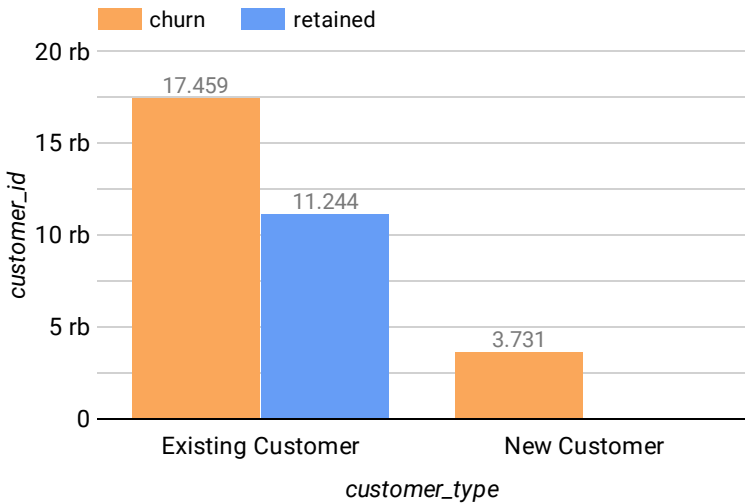
Customer by Device Type



Customer by Customer Status



Customer by Customer Type



List Customer Churn

	customer_id	tenure	spending
1.	99998	1304	4222436
2.	99992	694	482880
3.	99989	364	171997
4.	99988	1121	1748628
5.	99985	1301	1845585
6.	99978	852	192593
7.	99970	1586	418890
8.	99959	339	2851924
9.	99953	496	95891
10.	99952	233	296175
11.	99949	1331	970272
12.	99948	1516	204524

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List Customer Retained

	customer_id	tenure	spending
1.	99995	712	6868677
2.	99987	1365	2962550
3.	99986	1186	3452752
4.	99976	716	14300064
5.	99967	481	1664212
6.	99937	963	961702
7.	99935	991	3958683
8.	99926	507	1123915
9.	99915	1086	13595524
10.	99879	2110	1726950
11.	99860	816	9421321
12.	99843	1789	4791373

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Churn Customer by Age Range and Gender

