**Result and Analysis**

A diagram of a computer

Description automatically generated

Refer to the result above, the root node shows that 80.49% of customers decided to retain while the other 19.51% decided to churn. Under the top level, customer age is considered a significant factor in whether the customers decide to retain or not. The age of 51, 69,42 with 77.41% is decided to retain while 22.59% decided to churn. Follow by the customers who return, 78.22% of the customers is decided to retain while 21.78% decided to churn. The total purchase amount other than $2,515, 78.18% of the customer decided to retain while 21.82% decide to churn.

**Recommendations:**

The business could create a membership program with a cash back reward system to attract customers. Other than that, the business should have after sales service which able to identify the problem faced by the customers and solve the problem.