

# Churn Analysis

16.84%

Customer Churn Rate

79%

Repeat Purchase Rate

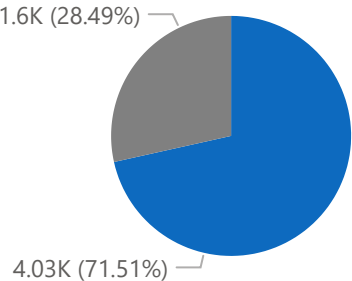
28%

customer feedback rate

8%

Net Promoter Score

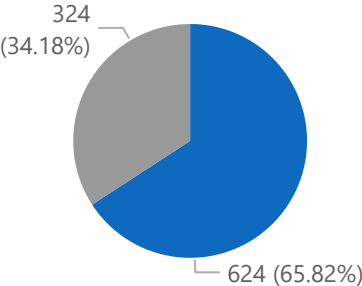
Complains Count



Complain

- 0
- 1

Churn Rate based on Preferred Login Device

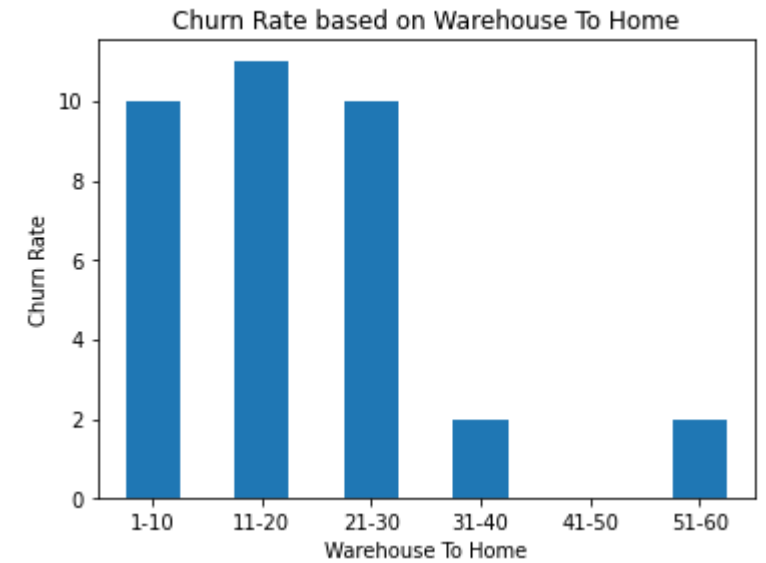
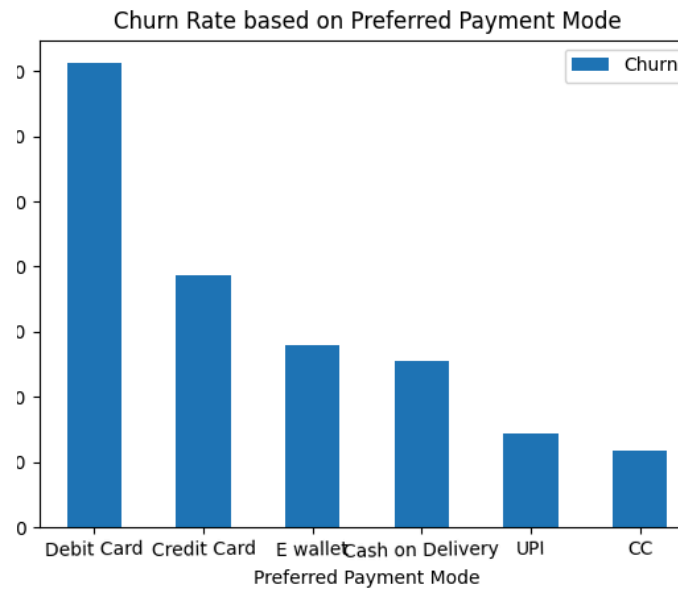
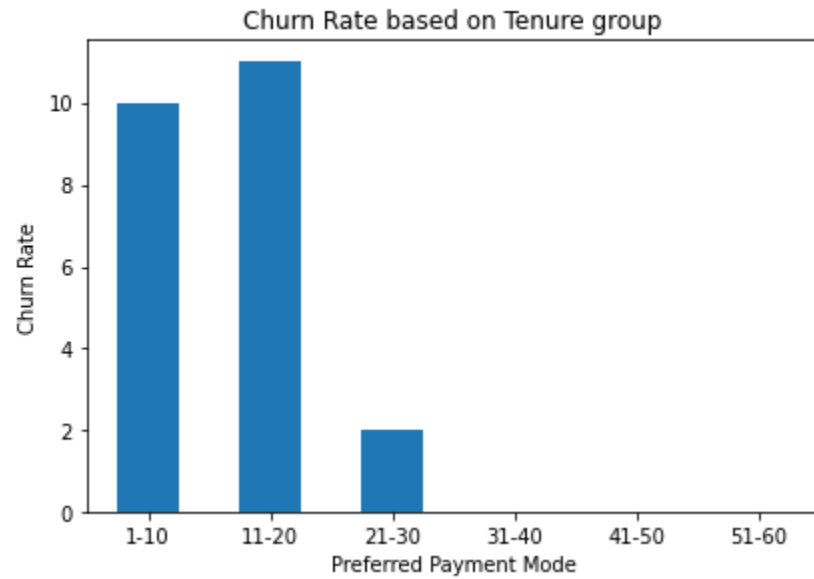
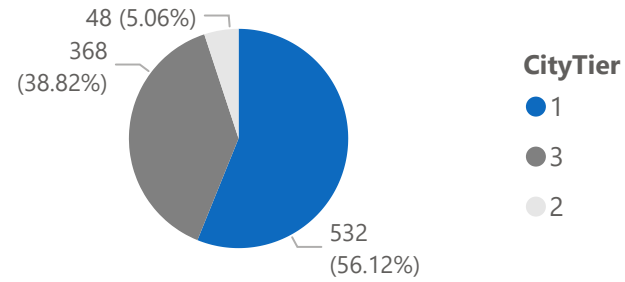


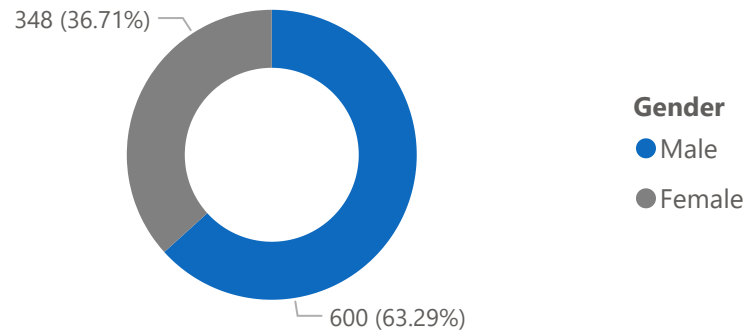
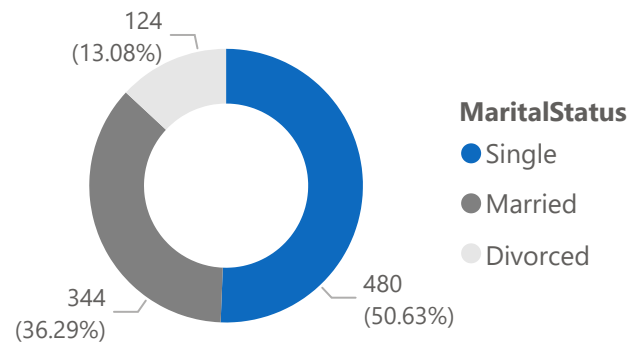
PreferredLoginD...

- Phone
- Computer

# 10.18%

Average Customer Tenure





### order categories by martial status

**PreferredOrder...** ● Fashion ● Grocery ● Laptop & ... ● Mobile ▶

