E-Commerce Churn Data Analytics

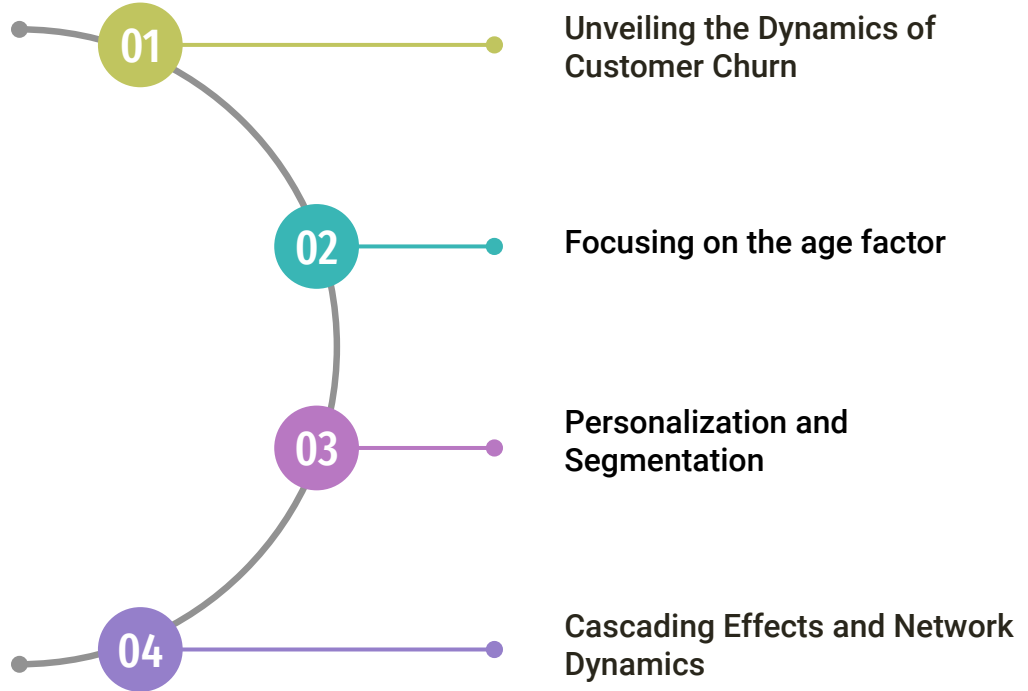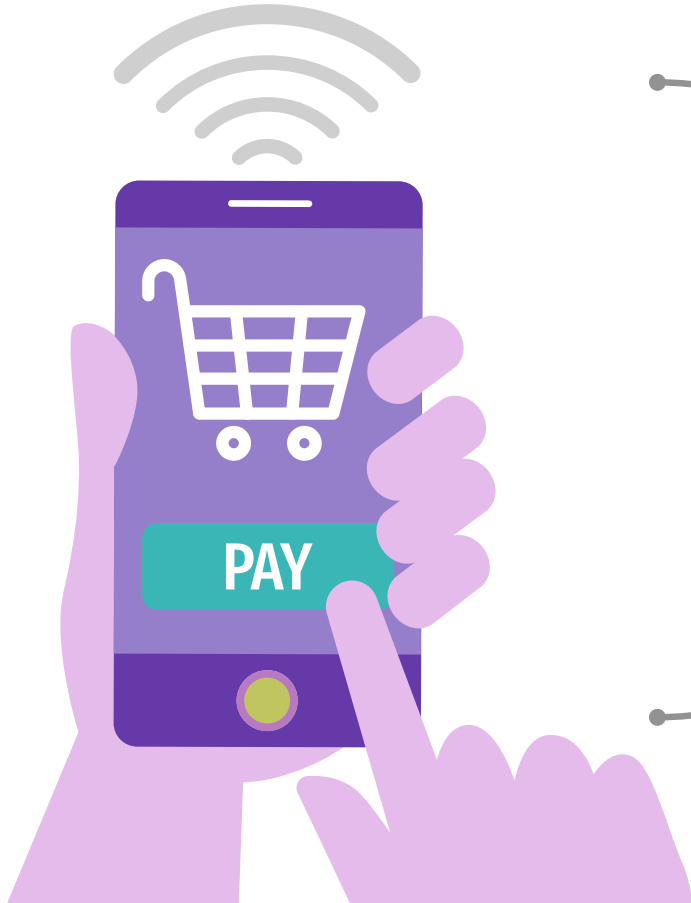**Team 11:**

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Introduction

01 Unveiling the Dynamics of Customer Churn

02 Focusing on the age factor

03 Personalization and Segmentation

04 Cascading Effects and Network Dynamics

Why Customer Churn?

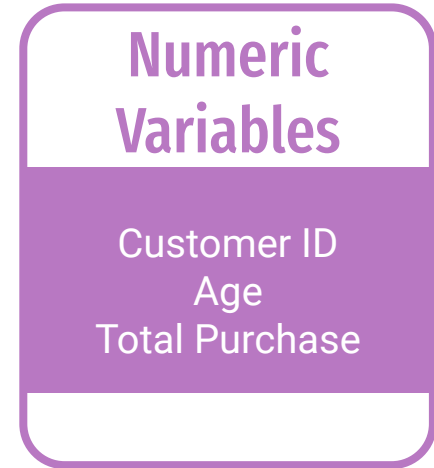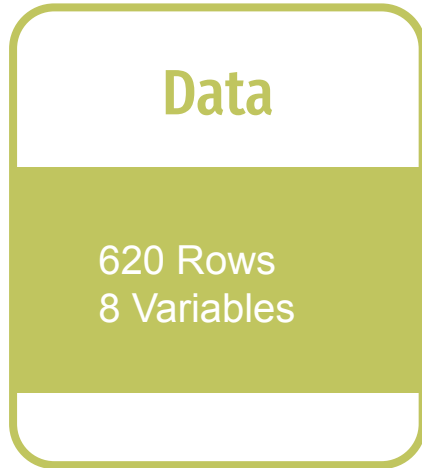| Loyalty factor	Impact on Revenue	Behavioral Patterns	Operational Efficiency
Crucial for retaining valuable customers	Highlights the need for proactive measures	Reveals insights into customer behavior & preferences	Ensures more streamlining by maximizing existing customer's lifetime value

Data Overview: Understanding the Foundation

Data

620 Rows
8 Variables

Categorical Variables

Name   Gender
State   Brand
Churn

Numeric Variables

Customer ID
Age
Total Purchase

Research Areas

02

Key Factors influencing customer churn.

03

Decoding Age Dynamics

01

Identifying Influential Customers

Find

04

Enhancing Customer Retention Strategies

Methodology Implementation

SQL & Feature Engineering

Supervised Machine Learning

Graph Analysis

Cluster Analysis
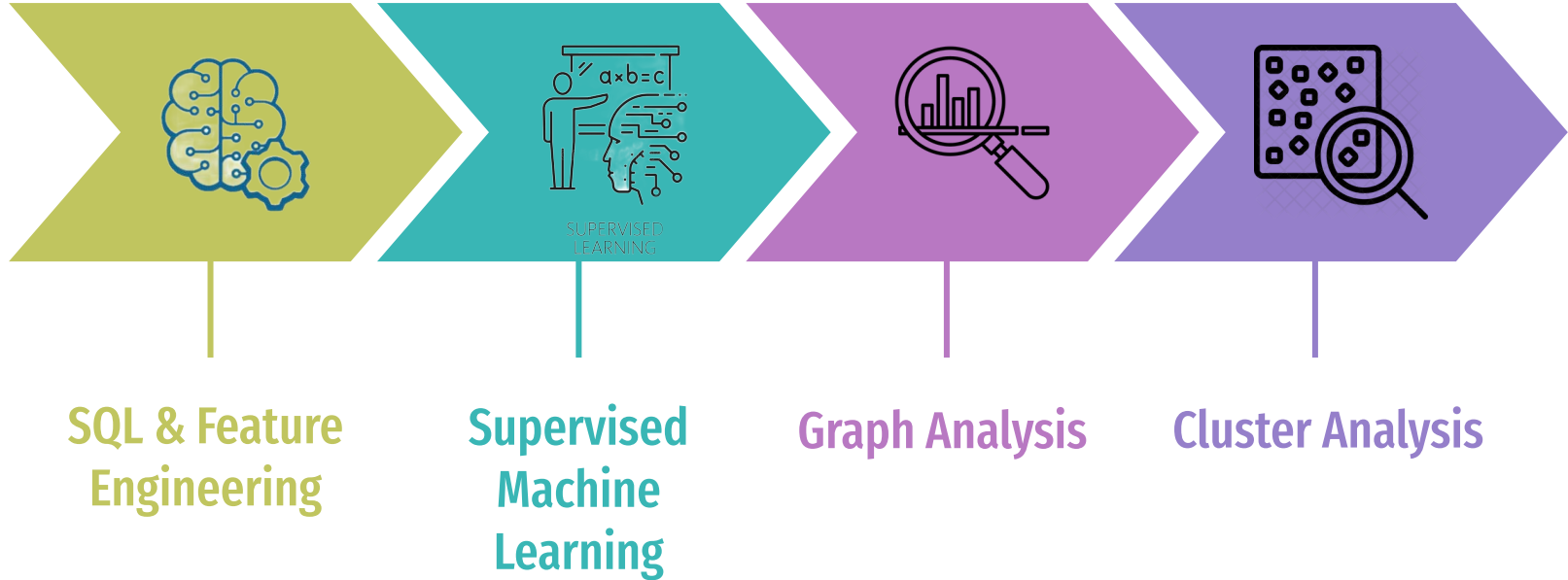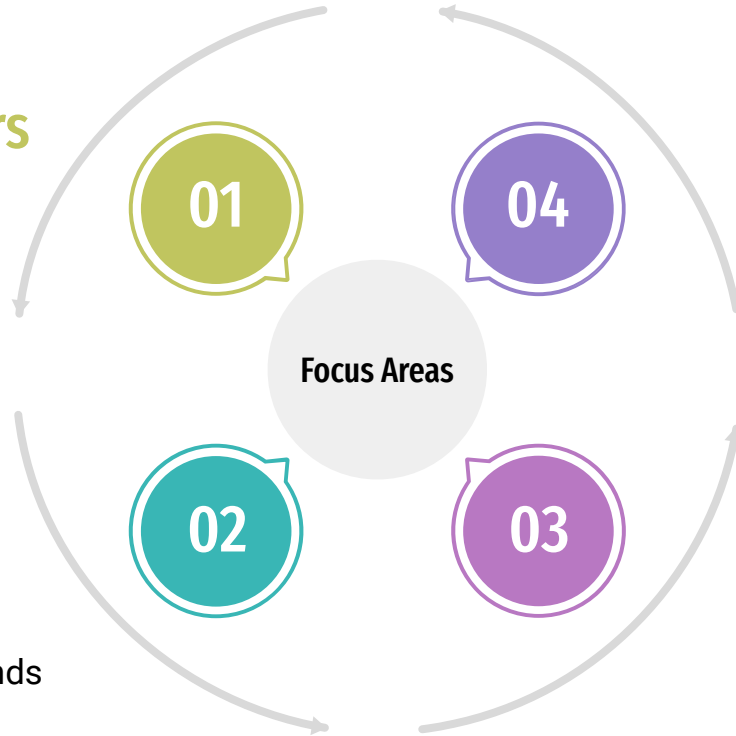
Results & Findings

01
Influential Customers

Important to retain customers with high rank.

02
Influential Factors

Purchase to Age ratio and brands offers valuable insights for targeted retention strategies

04
Retention Strategy

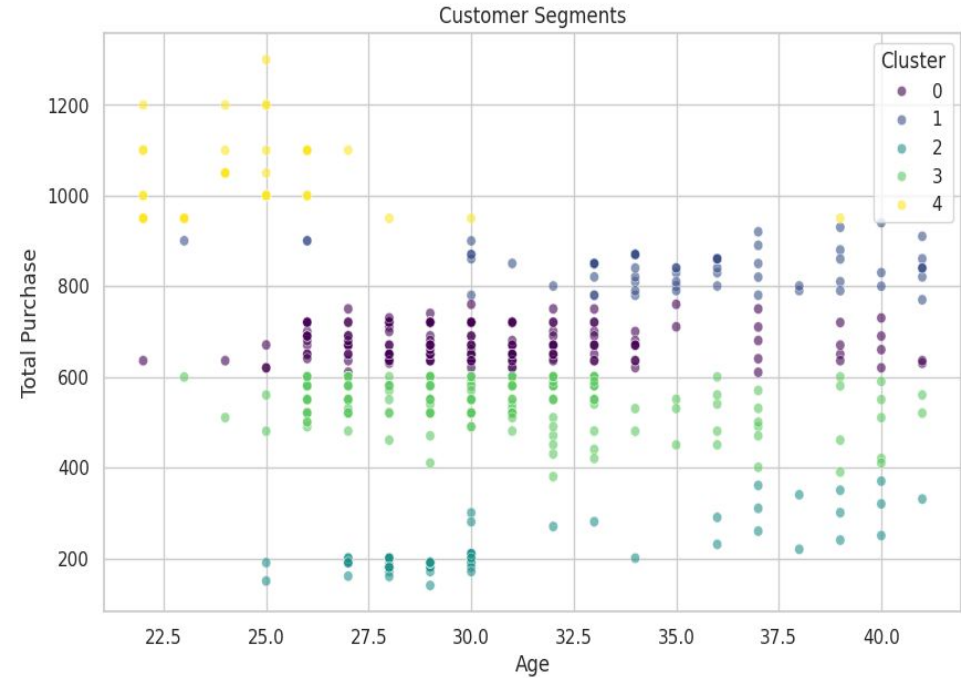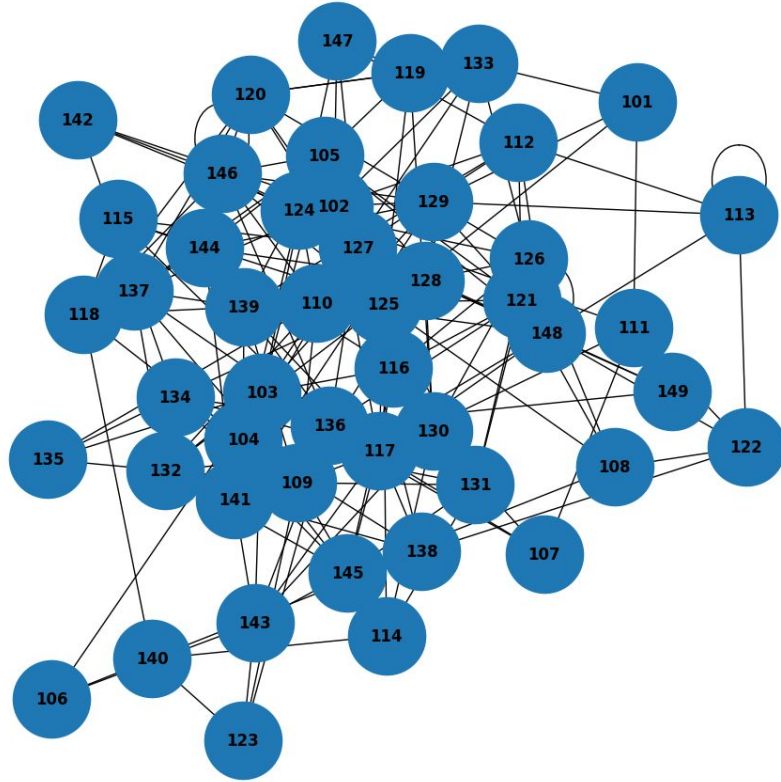Increases overall business performance , tailoring to specific customer needs

03
Age Dynamics

Focusing on retaining young customers.

Focus Areas

01

04

02

03

Network Graph and Cluster Analysis

Conclusion

A Equips E-Commerce platform with actionable intelligence

B Empowers business to formulate targeted retention strategies & optimize resource allocation

C Gained profound insights into customer behavior, preferences and interactions

Thank You