

General Information

Customer Service Calls

0

9

Account class

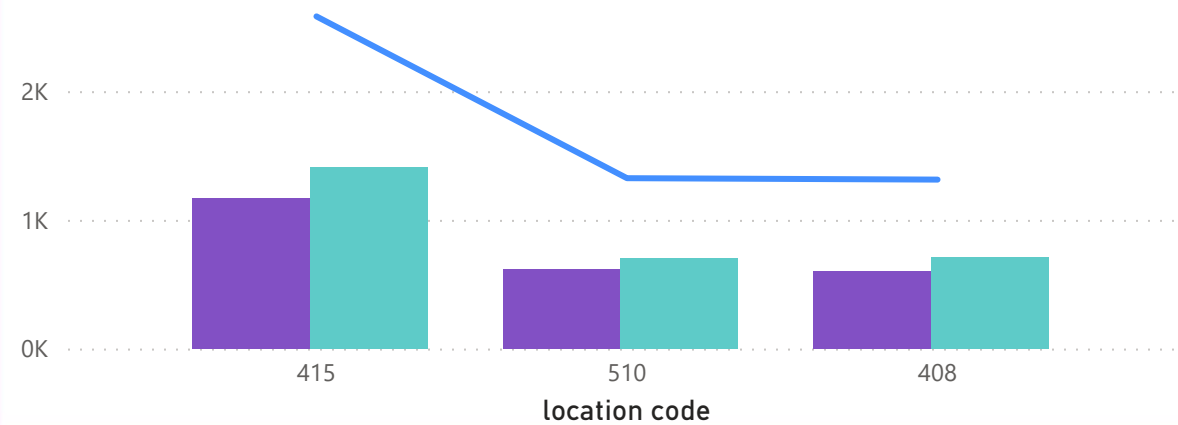
long

medium

short

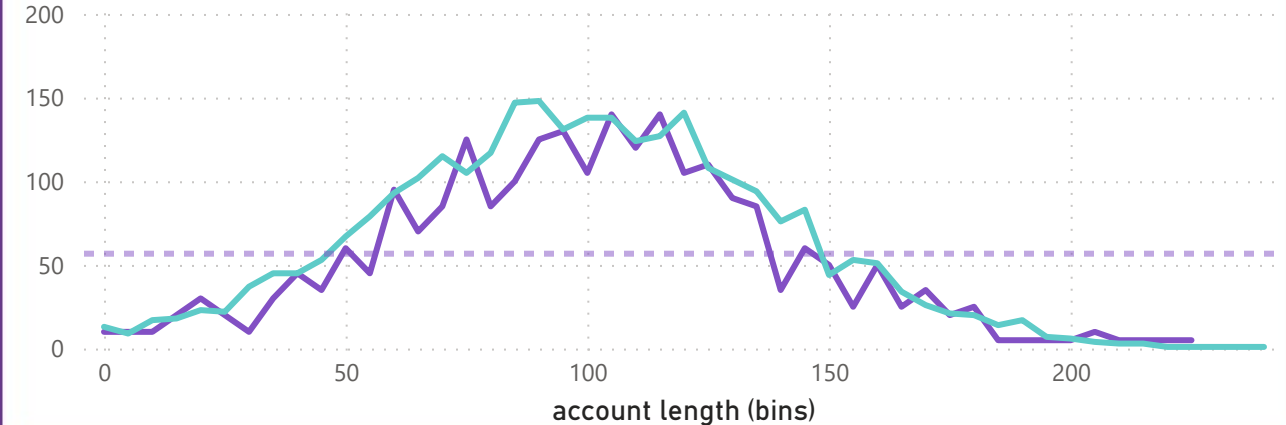
Location Code

churn ● Churn ● Not Churn ● Count of customer service calls



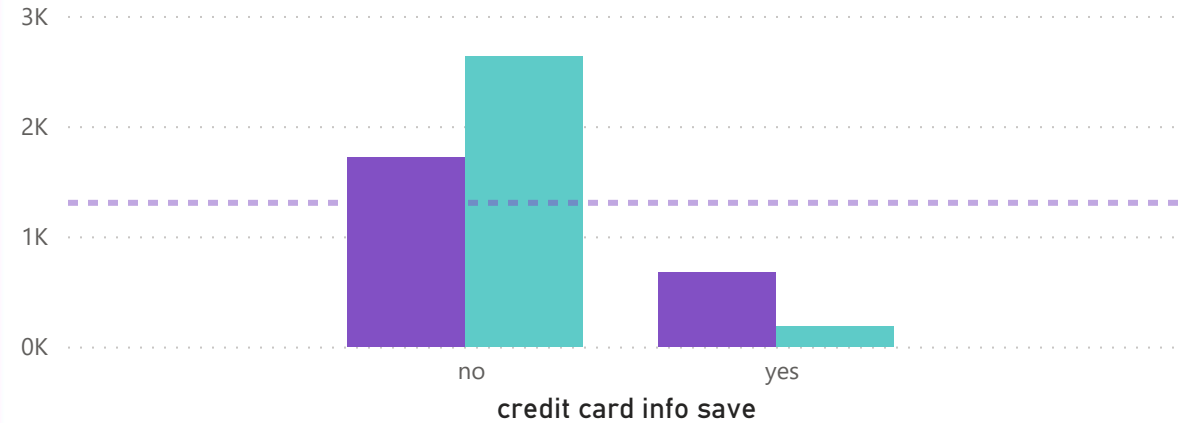
Account Length

churn ● Churn ● Not Churn



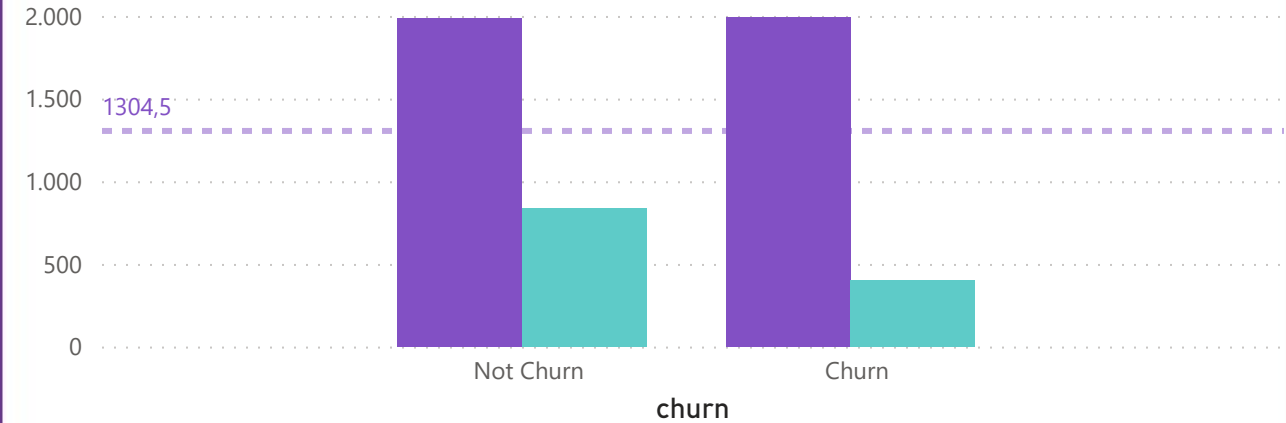
Credit Card Info Save

churn ● Churn ● Not Churn



Push Status

push status ● no ● yes



Pre purchasing

Customer Service Calls

0

9

Account class

long

medium

short

location code

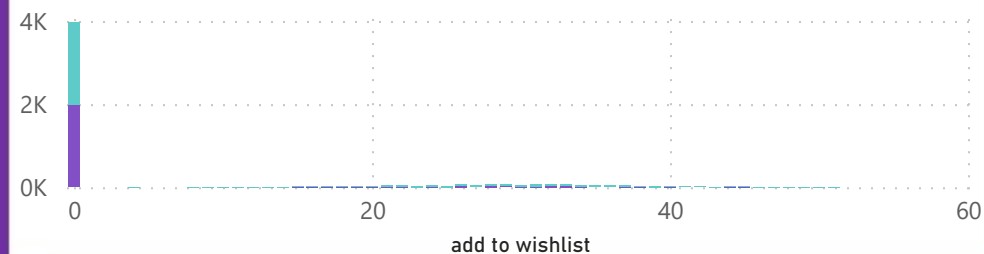
408

415

510

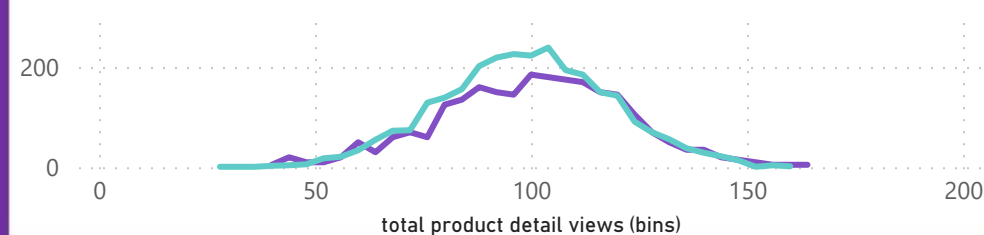
Add to Wishlist and Churn

churn ● Churn ● Not Churn



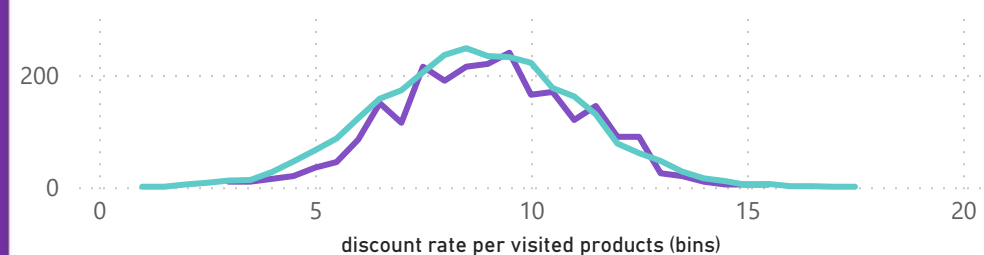
Total Product Detail Views

churn ● Churn ● Not Churn



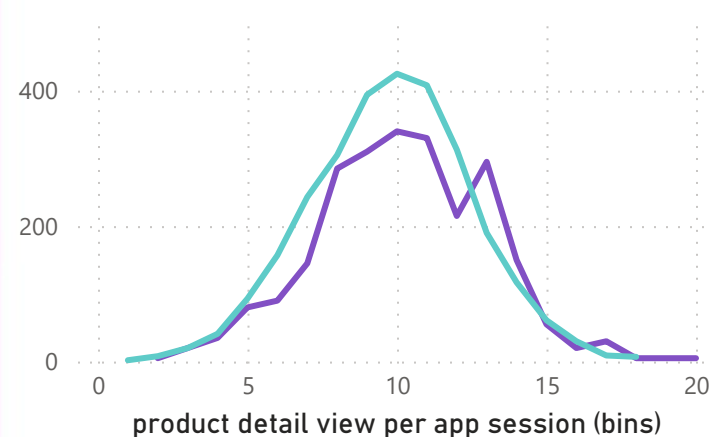
Discount Rate per Visited Products

churn ● Churn ● Not Churn



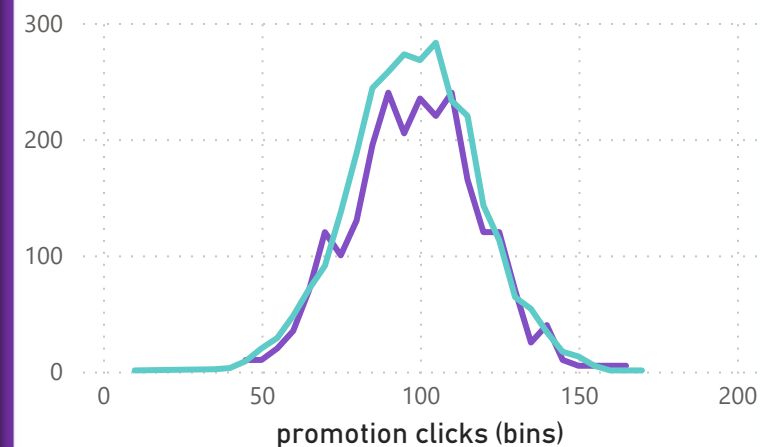
Product detail view per app session

churn ● Churn ● Not Churn



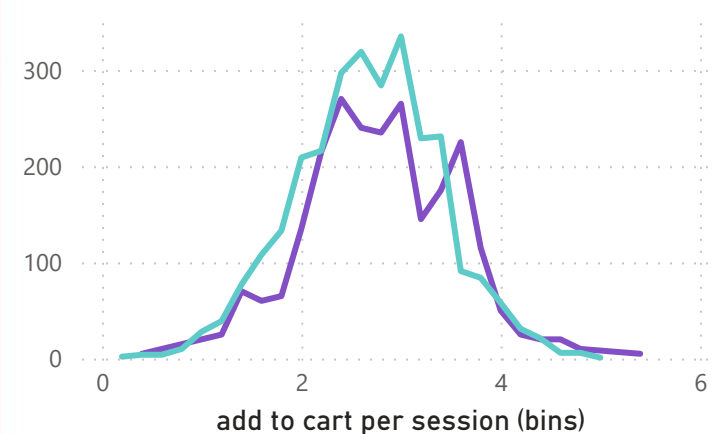
Promotion Clicks

churn ● Churn ● Not Churn



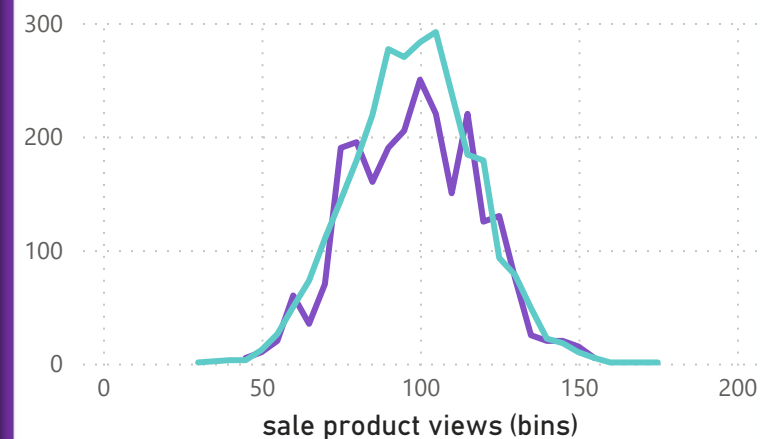
Add to Cart per Session

churn ● Churn ● Not Churn



Sale product views

churn ● Churn ● Not Churn



Purchasing & Post

Customer Service Calls

0

9

Account class

long

medium

short

location code

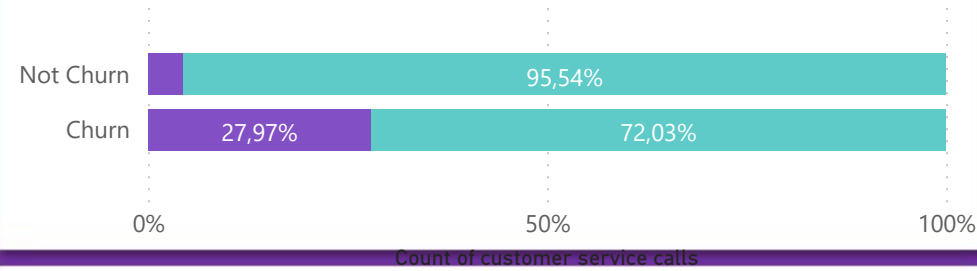
408

415

510

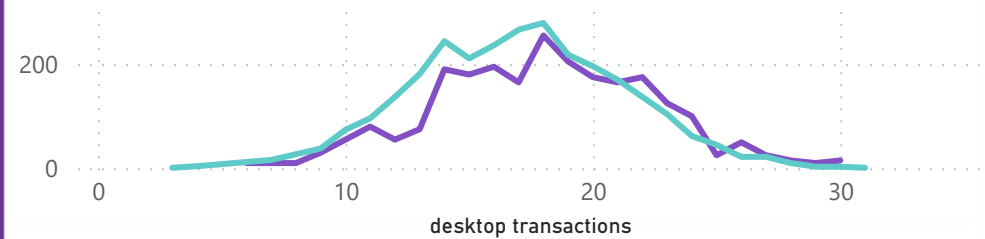
Customer Service Calls Distribution

customer service call... ● High ● Low



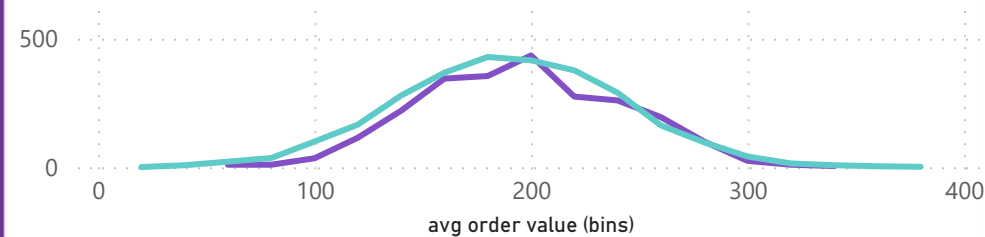
Desktop Transactions

churn ● Churn ● Not Churn



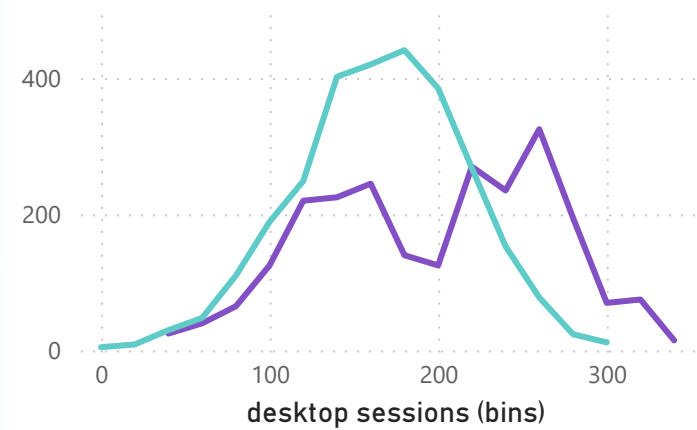
Avg Order Value

churn ● Churn ● Not Churn



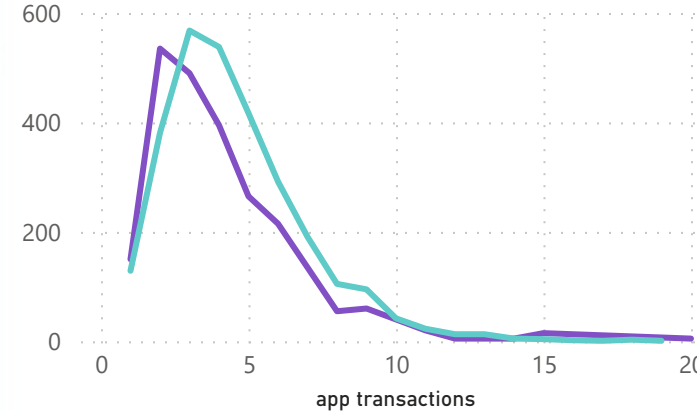
Desktop Sessions

churn ● Churn ● Not Churn



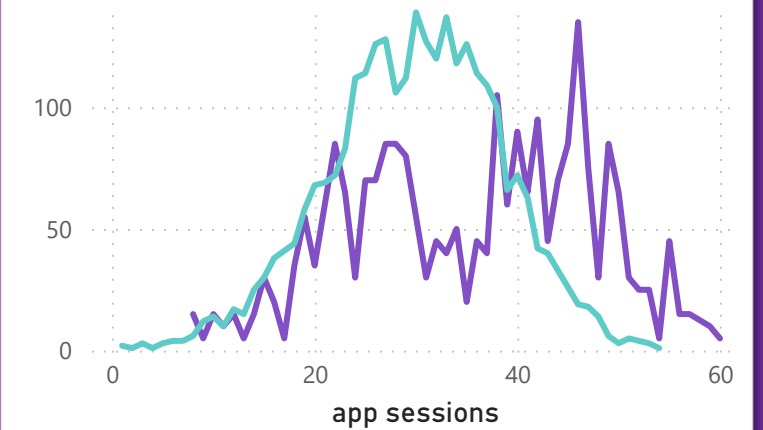
App Transactions

churn ● Churn ● Not Churn



App Sessions

churn ● Churn ● Not Churn



Session Duration

churn ● Churn ● Not Churn

