

Churn ▾

Customer
4.505

omzet
6.958.678.396

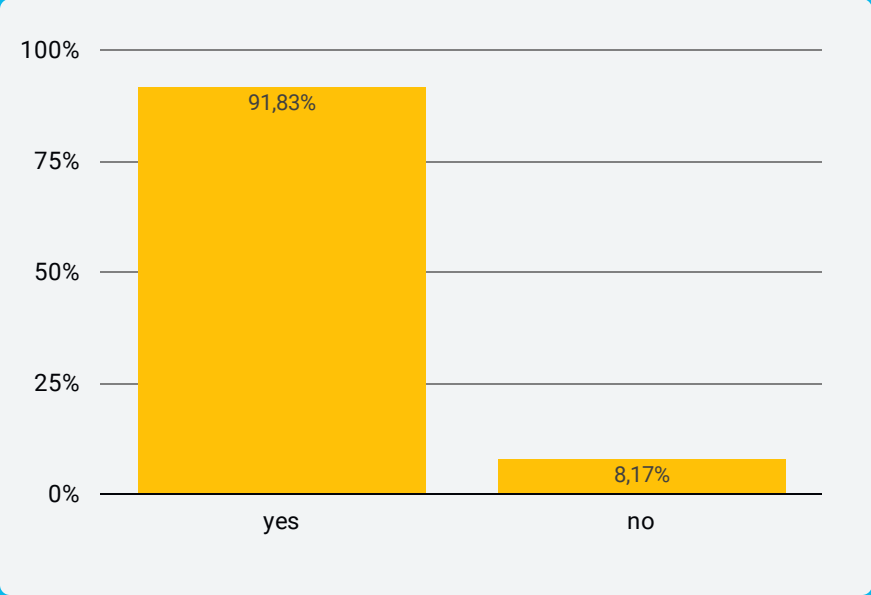
order
15.317

item
378.644

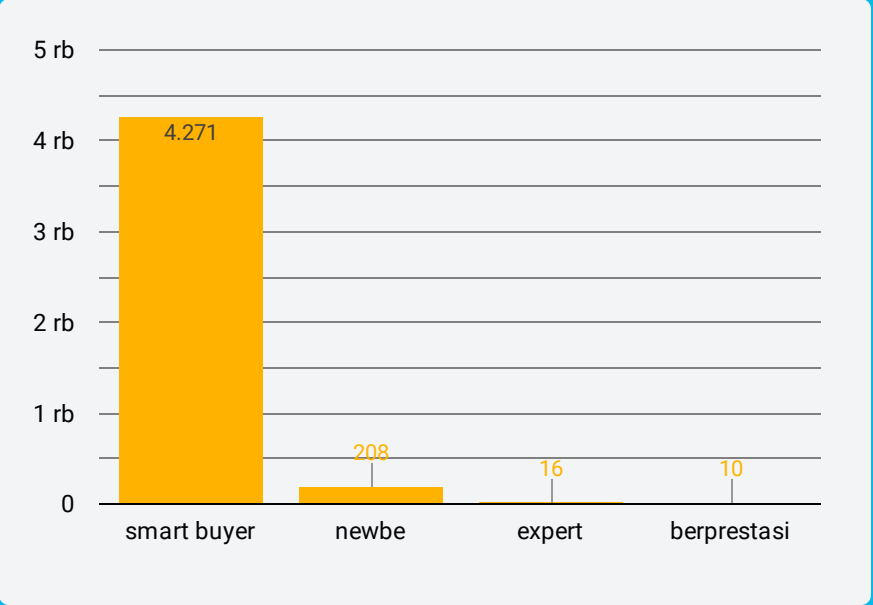
Churn Rate Analysis

Data Source : Transaction 2020

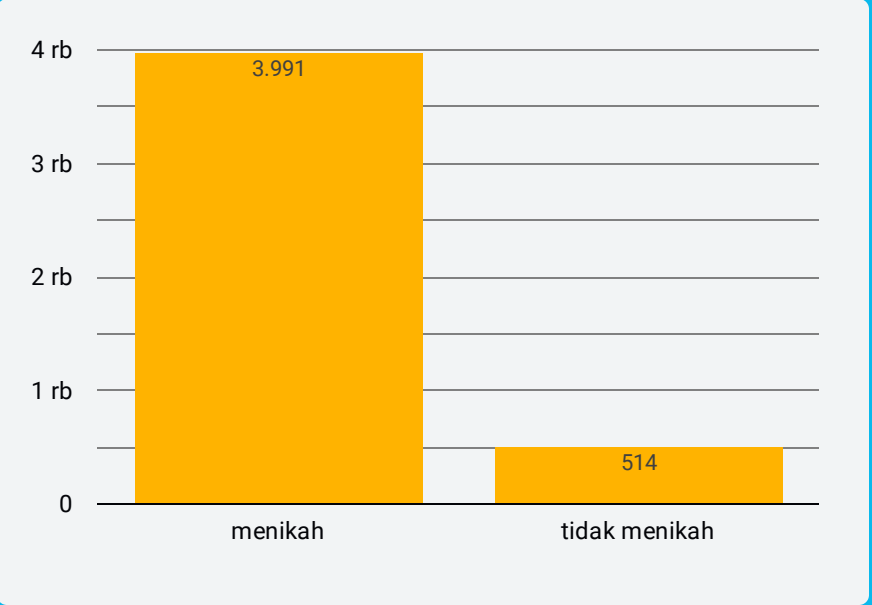
Churn Rate



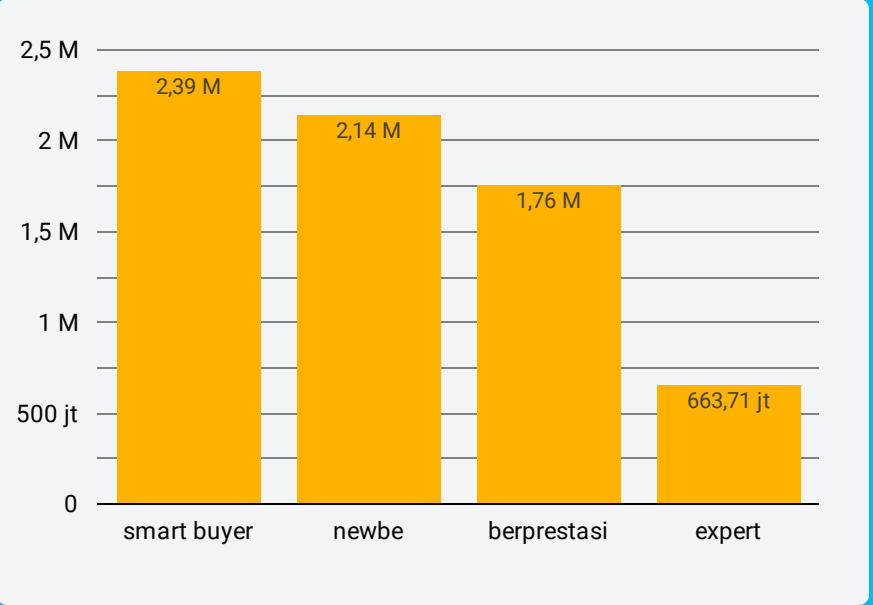
Churn Rate by Segmentation



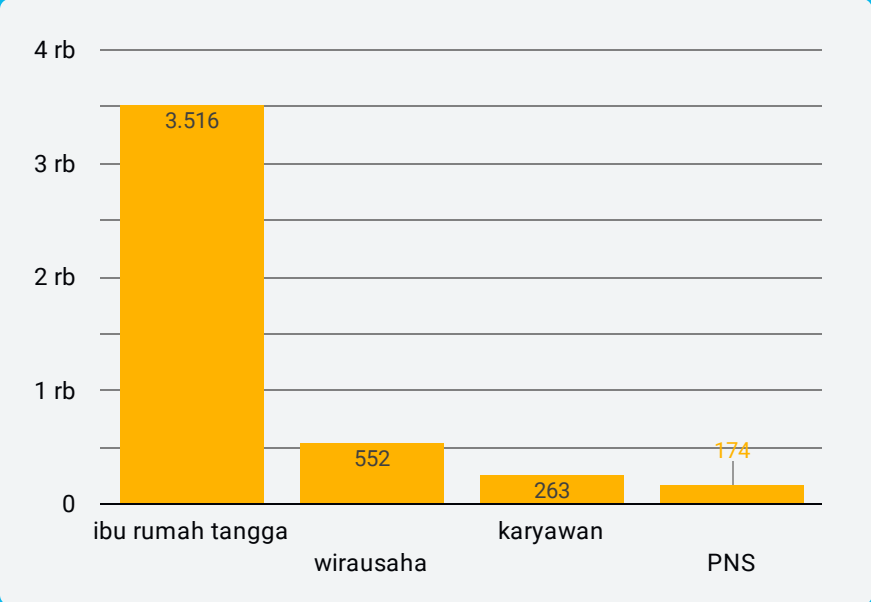
Churn Rate by Marriage



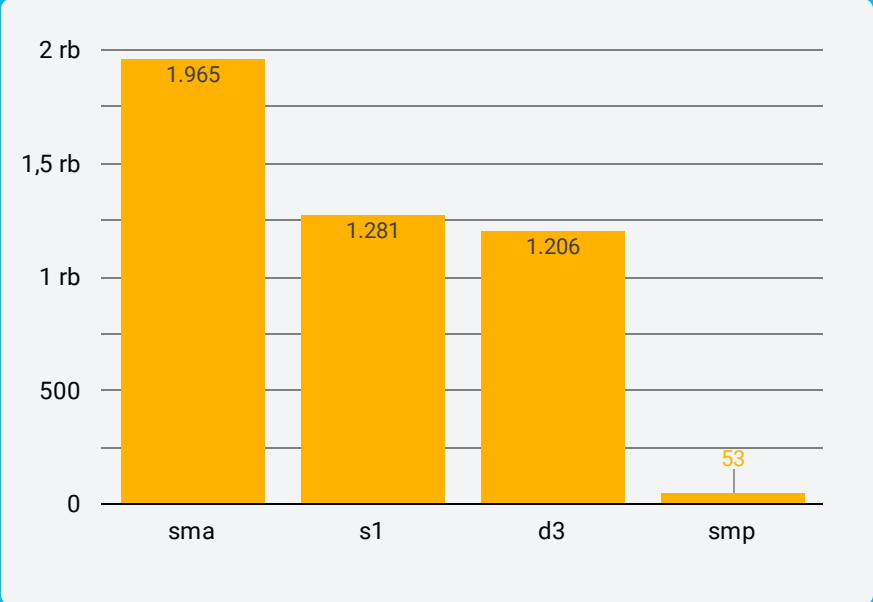
Sales by Segmentation



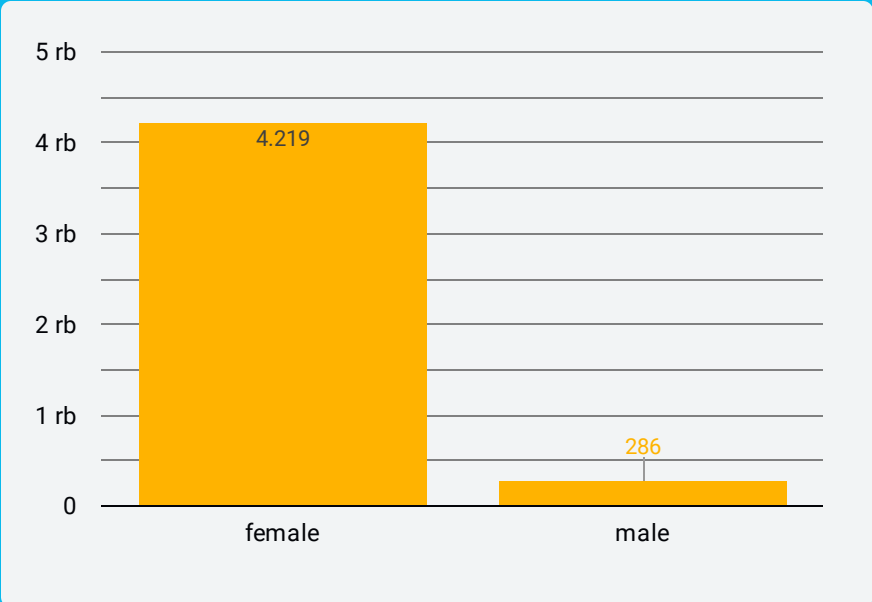
Churn Rate by Job



Churn Rate by Pendidikan



Churn Rate by Education



Statistik Kota

kota	omzet ▾	promo	item	diskon
Kabupaten Bogor	909.373.900	195	50.355	165.964.9...
Kabupaten Bandung	813.791.600	87	43.423	110.112.9...
Kabupaten Bekasi	461.711.700	183	25.412	88.553.692
Kota Depok	256.728.000	68	14.004	51.589.596
Kota Bekasi	205.903.000	127	11.242	38.320.302
Kabupaten Bantul	190.125.300	40	10.377	38.366.692
Kota Surabaya	181.874.200	55	8.966	38.736.245
Kota Jakarta Barat	174.906.000	64	9.715	11.523.565
Kota Jakarta Selat...	170.793.900	95	9.398	31.731.282

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Segmentation:
- Smart Buyer --> Omzet < Rp.500.00,-
- Newbe --> Omzet <Rp.2.500.000,-
- Expert --> Omzet < Rp.5.000.000,-
- Berprestasi --> Omzet > Rp.5.000.000,-

