E-commerce Customer Churn

Context

The data set belongs to a leading online E-commerce company. An online retail (E-commerce) company wants to know the customers who are going to churn, so accordingly, they can approach customers to offer some promos.

Features

- **Tenure:** Tenure of a customer in the company..
- **WarehouseToHome:** Distance between the warehouse to the customer's home.
- **NumberOfDeviceRegistered:** Total number of deceives is registered on a particular customer.
- **PreferedOrderCat:** Preferred order category of a customer in the last month.
- **SatisfactionScore:** Satisfactory score of a customer on service.
- **MaritalStatus:** Marital status of a customer.
- **NumberOfAddress:** Total number of added on a particular customer.
- **Complaint:** Any complaint has been raised in the last month.
- **DaySinceLastOrder:** Day since last order by customer.
- **CashbackAmount:** Average cashback in last month
- **Churn:** Churn flag.