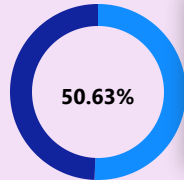
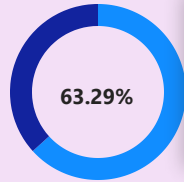


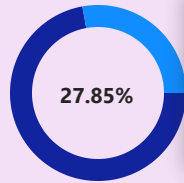
## E-COMMERCE CUSTOMER CHURN ANALYSIS



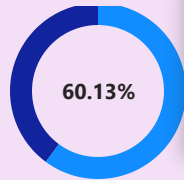
**50.63%** of the customers who churned were **single**.



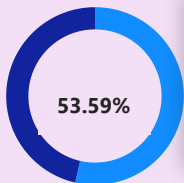
**63.29%** of the customers who churned were **men**.



**27.85%** of the customers who churned has satisfaction score of **5**.



**60.13%** of the churned customers ordered from **mobile phone** category.



**53.59%** of the churned customers registered **complaints**.

**5630**

**Total Number of  
Customers**



**16.84%**

**Churn Rate**



**4**

**Average Number of  
Addresses of Churned  
Customers**



**3**

**Average Number of  
Days Since Last Order  
for Churned  
Customers**



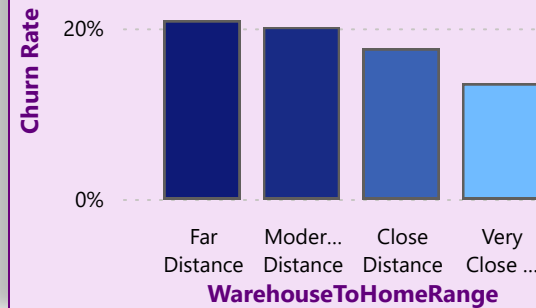
**\$160**

**Average Cashback  
Amount for Churned  
Customers**



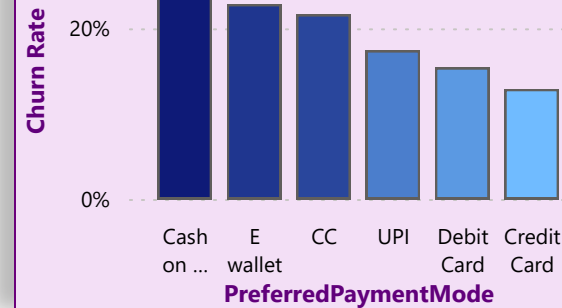
### Churn Rate by Warehouse To Home Range

Customers residing far from the warehouse exhibit the highest churn rate.



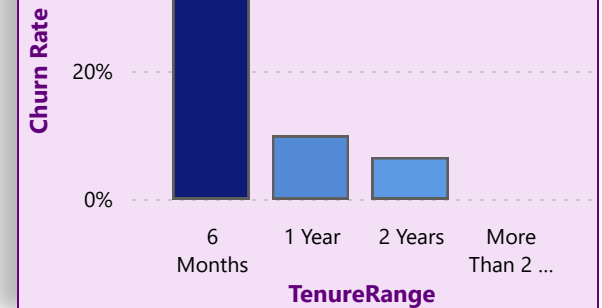
### Churn Rate by Preferred Mode of Payment

"Cash on Delivery" and "e-wallet" have the highest churn rate.



### Churn Rate by Tenure

Customers with 6 months tenure exhibit the highest churn rate.



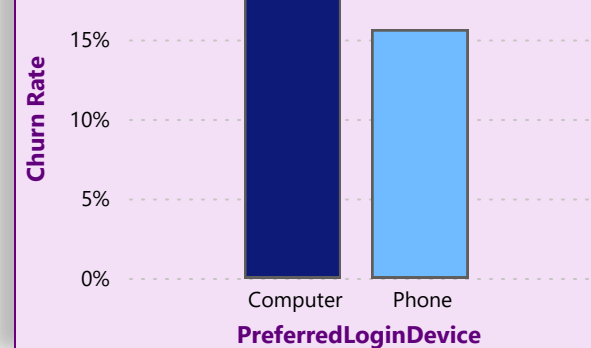
### Churn Rate by City Tier

Customers residing in Tier 3 city exhibit the highest churn rate.



### Churn Rate by Preferred Login Device

Customers who use computer to log in show slightly higher churn rate compared to phone.



### Churn Rate by Number of Device Registered

Customers with the highest number of registered device show the highest churn rate.

