

E-COMMERCE

Churn Analysis

BUY NOW!

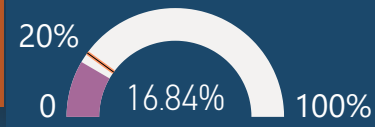


www.reallygreatsite.com

Radhika Gonnabattula



Ecommerce Customer Churn Analysis



Churn
All

Complain
All

City Tier
All

Gender
All

Customers

6K

Churned

948

Complaint...

1604

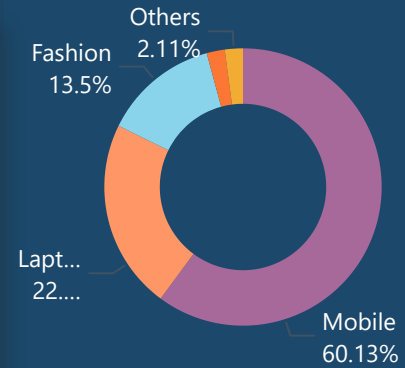
AVGOrder...

15.67

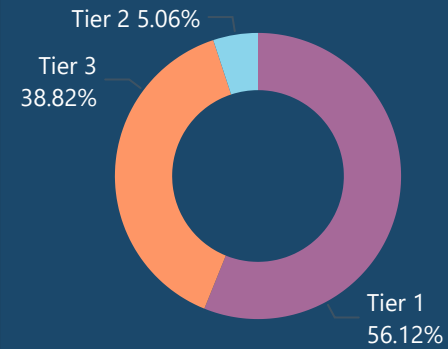
AVGdaysSi...

4.46

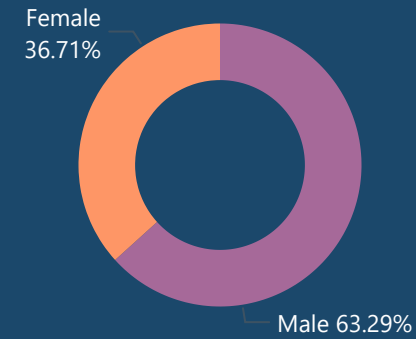
Churned by PreferredOrderCat



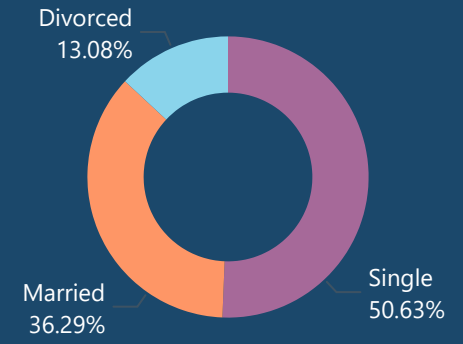
Churned by City Tier



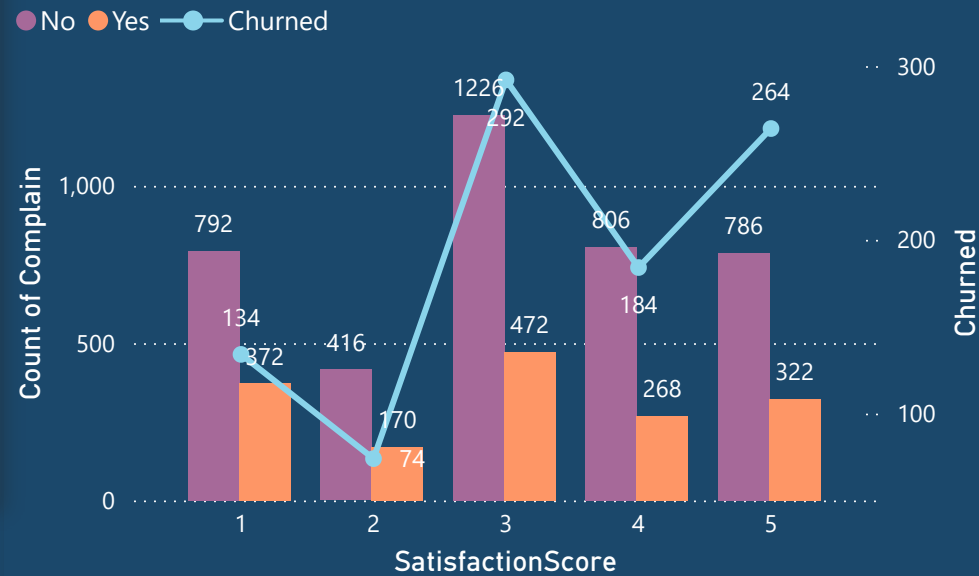
Churned by Gender



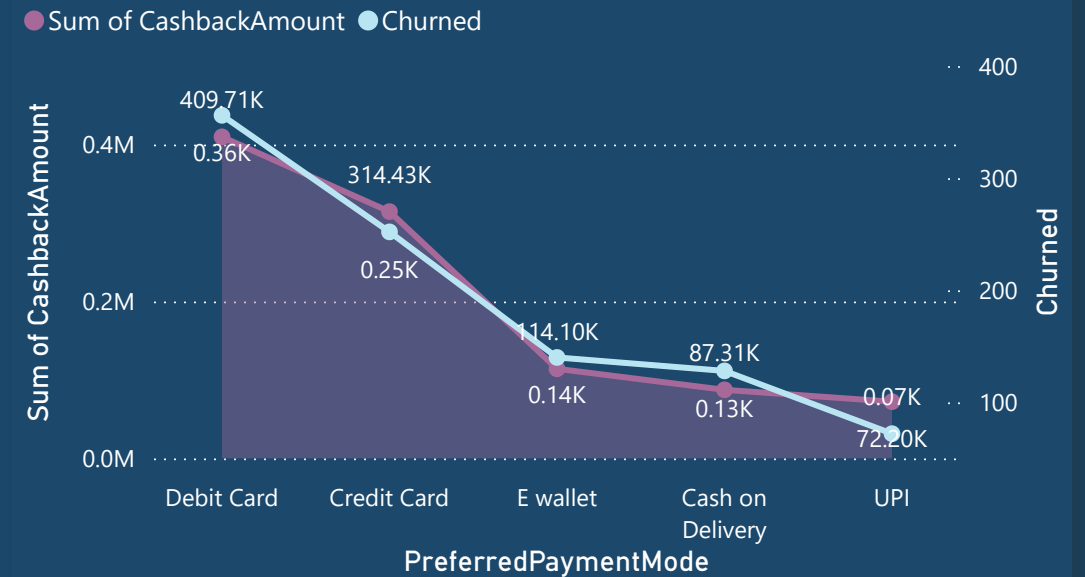
Churned by MaritalStatus



Complain and Churned by SatisfactionScore

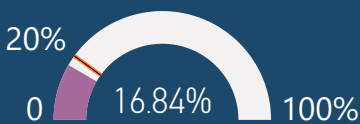


CashbackAmount and Churned by PreferredPaymentMode





Ecommerce Customer Churn Analysis



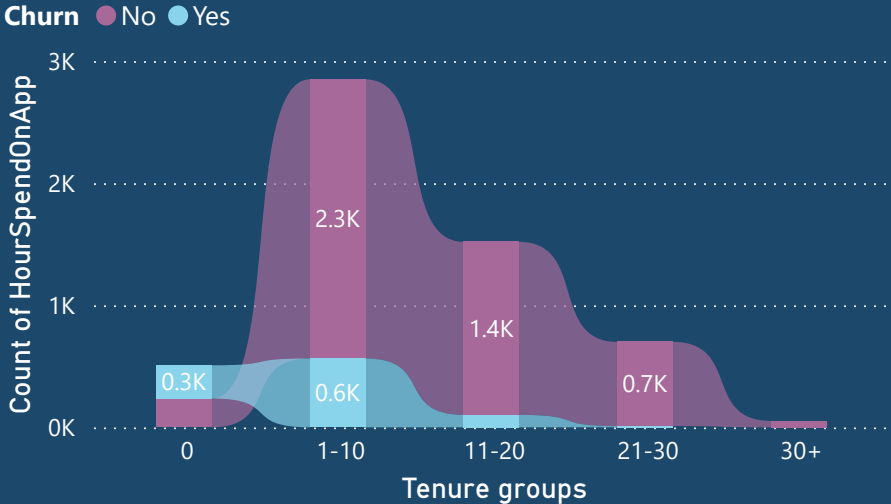
Churn
All

Complain
All

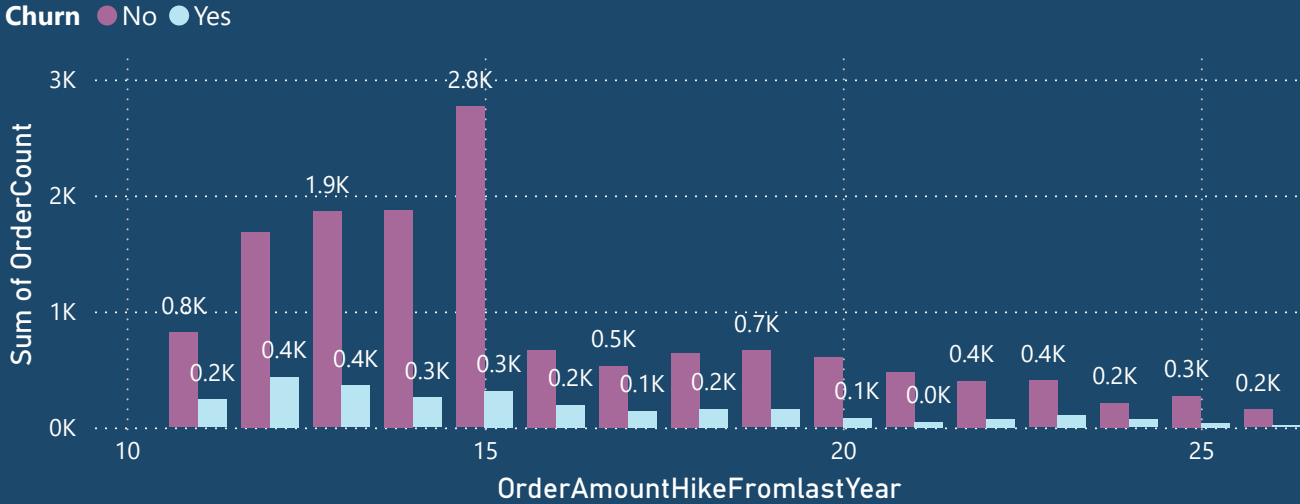
City Tier
All

Gender
All

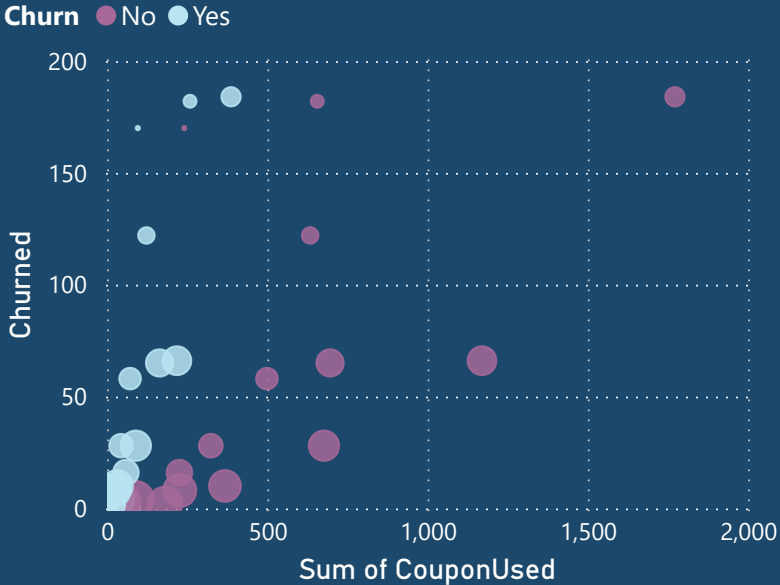
HourSpendOnApp and Churned by Tenure groups



OrderCount by OrderAmountHikeFromlastYear and Churn



CouponUsed, Churned , DaySinceLastOrder



Churned by Attributes

