

E-COMMERCE

Churn Analysis

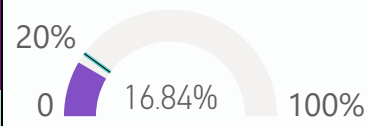
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Ecommerce Customer Churn Analysis



Churn
All

Complain
All

City Tier
All

Gender
All

Customers

6K

Churned

948

Complaint...

1604

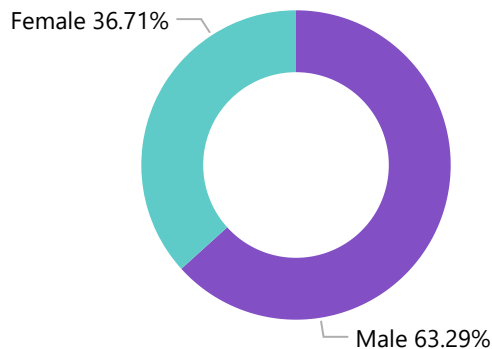
AVGOrder...

15.67

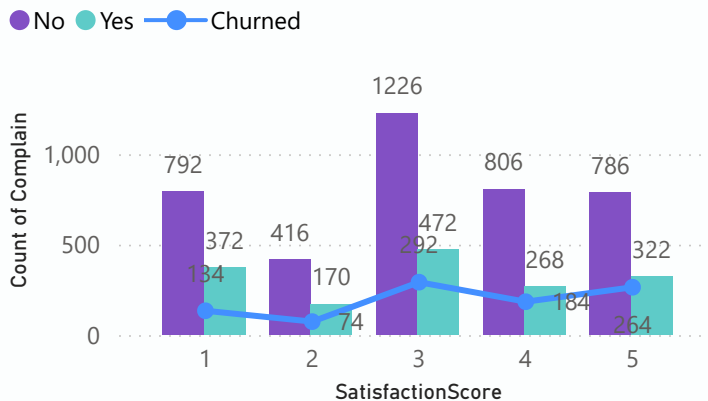
AVGdaysSi...

4.46

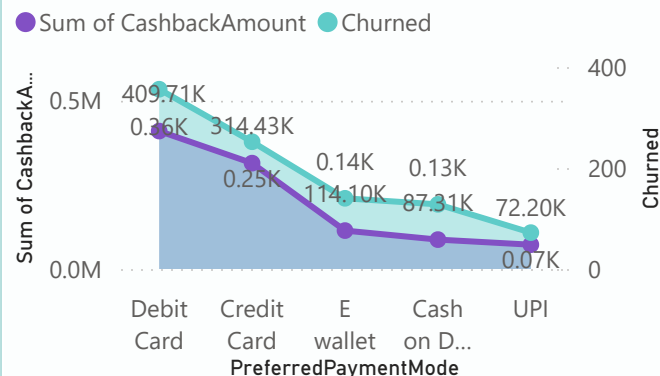
Churned by Gender



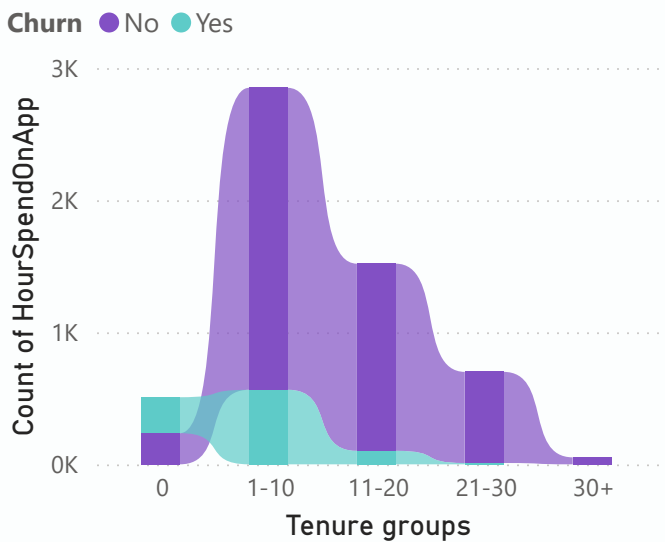
Complain and Churned by SatisfactionScore



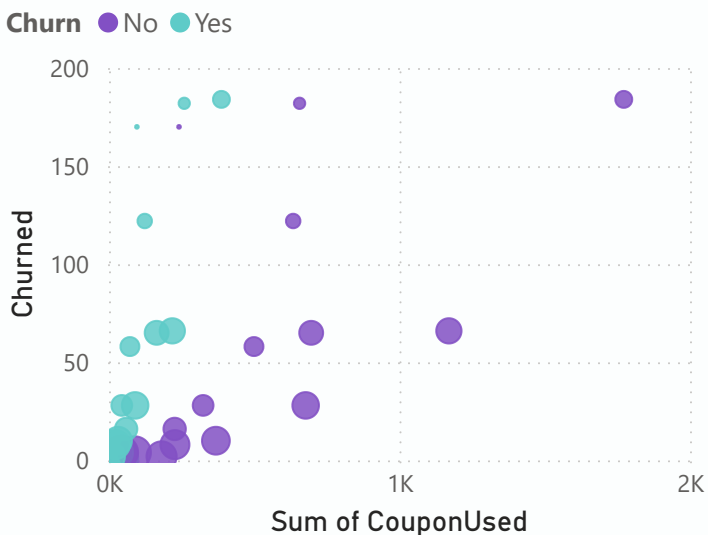
CashbackAmount and Churned by PreferredPaymentMode



HourSpendOnApp and Churned by Tenure groups



CouponUsed, Churned, DaySinceLastOrder



OrderCount, Complaints and Churned by OrderAmountHikesinceLastYear

