

Customer churn analysis

Key insights---

Total order placed =15K

Revenue generation =3.8 M

Average order value=254

Minimum and maximum order amount= 10 and 500

Across all years –

Total pending order=5069

Total delivered orders=5057

Total shipped orders=4874

Key points:-

- a. Successfully delivered are less in comparison to overall order and it only accounts 33.71 % of overall order.
- b. So, more emphasis should be put on logistic team for timely delivery of orders.
- c. Revenue increases in every year but very little amount and growth rate is negligible, almost stagnant growth was theirs.
- d. Large customer paid amount through bank transfers which account 34%, followed by PayPal and credit card 33%each.
- e. Large no. of orders comes from north America continent, followed by Europe, South America and others