



E-Commerce Customer Churn Analysis

Total Number of
Customers

5630

Churn Rate

16.8%

Average Number of
Addresses for Churned
Customers

4.2

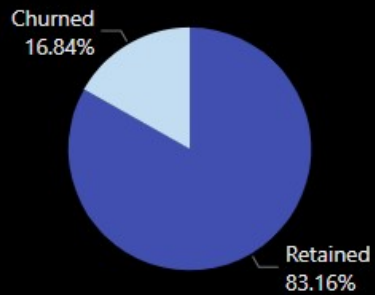
Average Number of Days
since last order for
Churned Customers

3.3

Average Number of Days
since last order for
Churned Customers

\$160.4

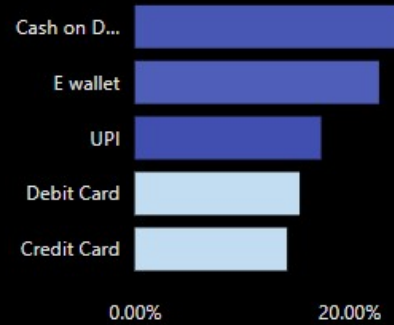
Churn Vs Retained



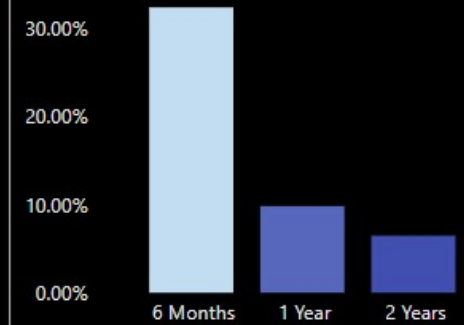
ChurnRate by
Warehouse-To-HomeRange



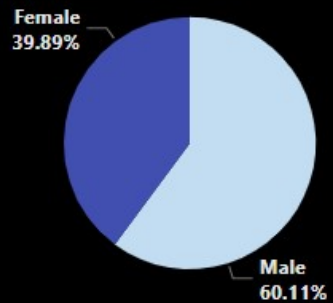
ChurnRate by Preferred Payment Mode



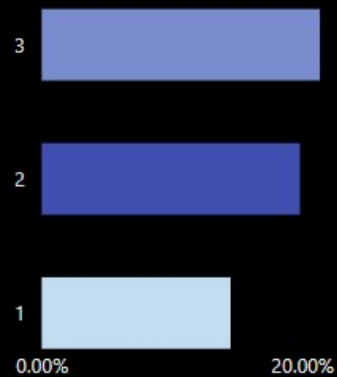
ChurnRate by Tenure



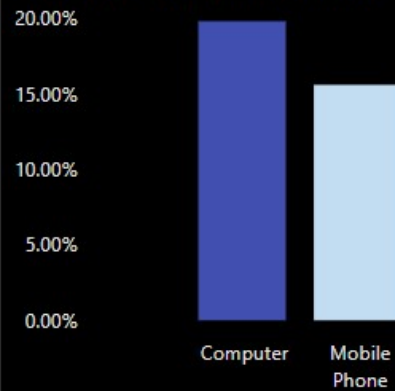
Gender Share



ChurnRate by City Tier



ChurnRate by Preferred Login Device



ChurnRate by Number of Device

