Ecommerce
Customer Churn and Engagement Analysis

Total No. Customer
E Commerce Users
5630

Total No. Of Churn Customer
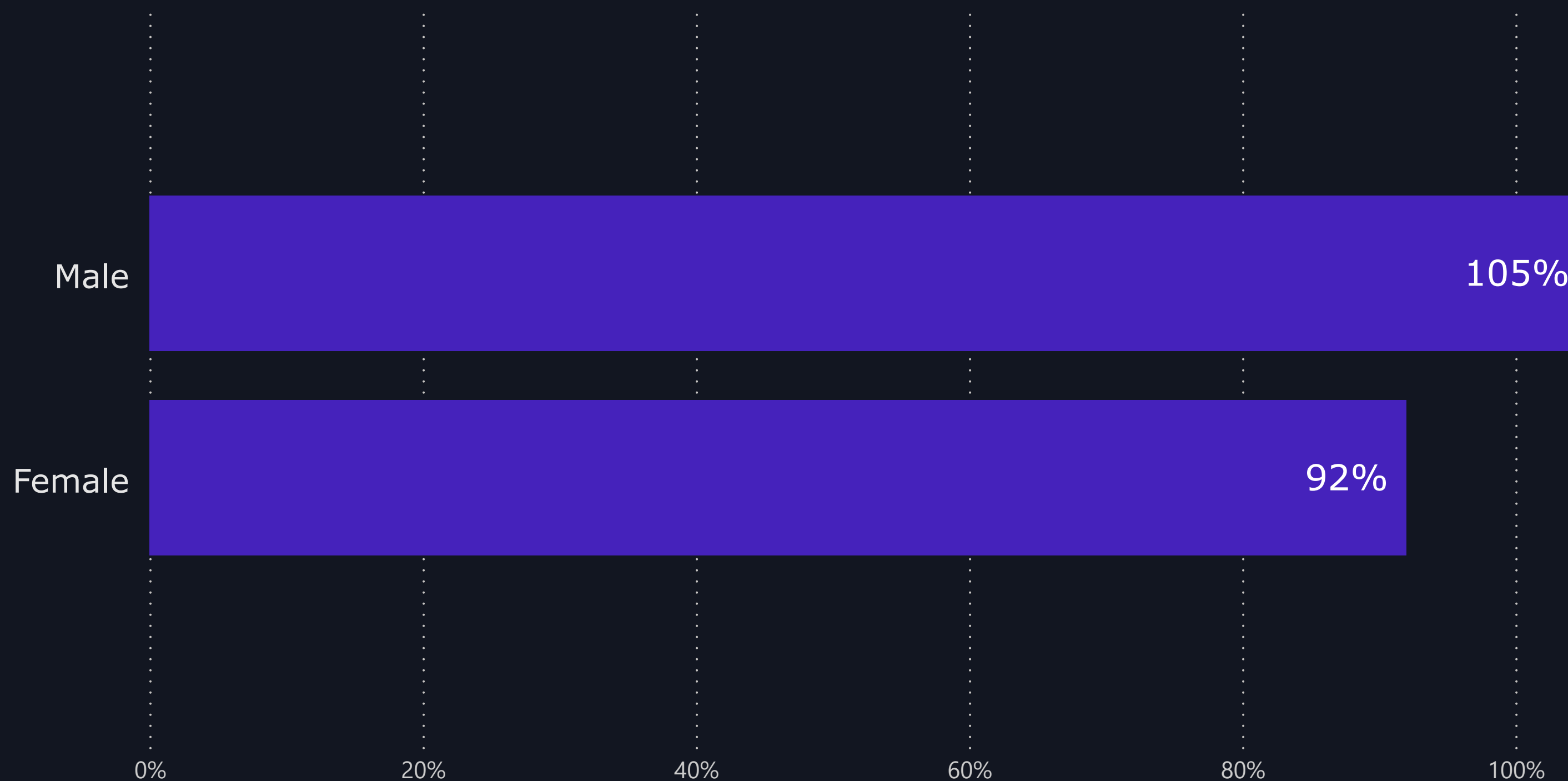### E Commerce Users
948

Total No. Active Customer
4682

55K
Sum of Tenure

Select CityTier
All

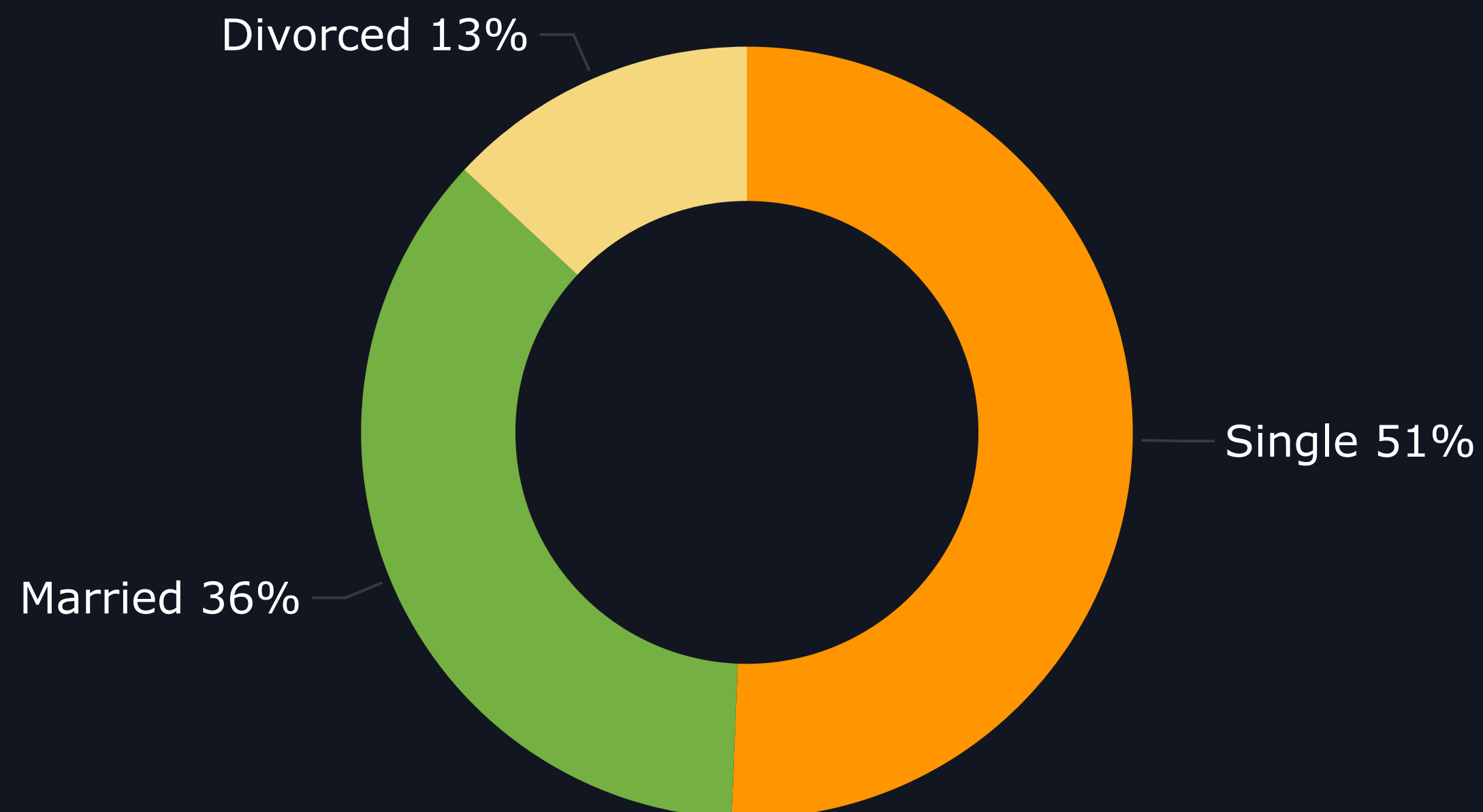## Churn Rate By Gender
Showing Male & Female Churn Percentage

Gender	Churn %
Male	105%
Female	92%

Total Orders by Gender
Comparison of total number of customer orders placed by gender.

Gender	Orders
Male	9.6K
Female	6.6K
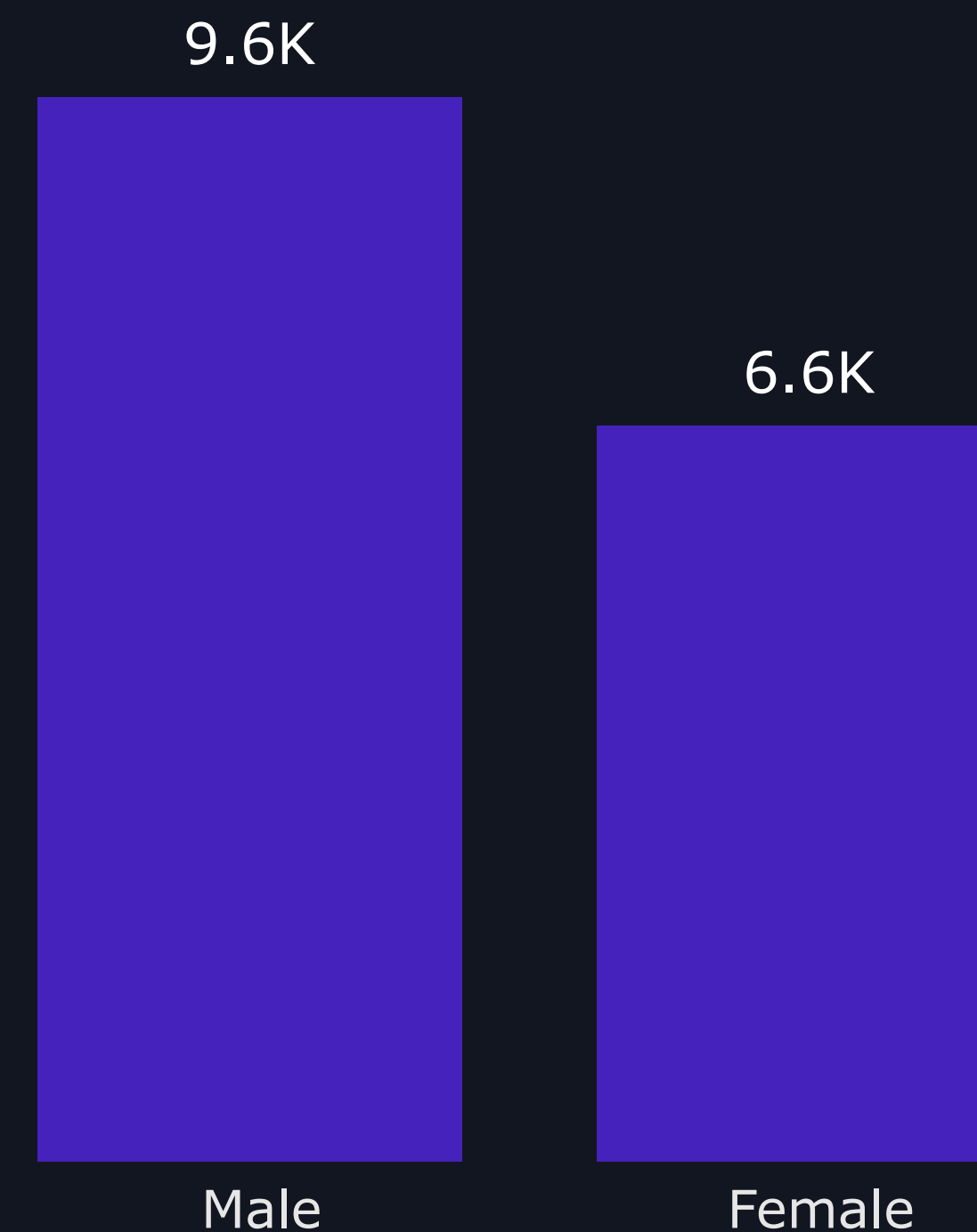
Churn by Marital Status
Visual breakdown of churned customers based on marital status

- Divorced 13%
- Single 51%
- Married 36%

Customer Churn Trend by Tenure
Shows how churn rate varies based on the customer's tenure with the company.

Values along the line: 16, 12, 14, 7, 14, 10, 4, 12, 16, 0, 0, 0

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Overview | **Customer** | Complaints

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Total No. of Customer By Preferred Login Device
Which devices customers use most

Phone 22%

Mobile Phone 49%

Computer 29%
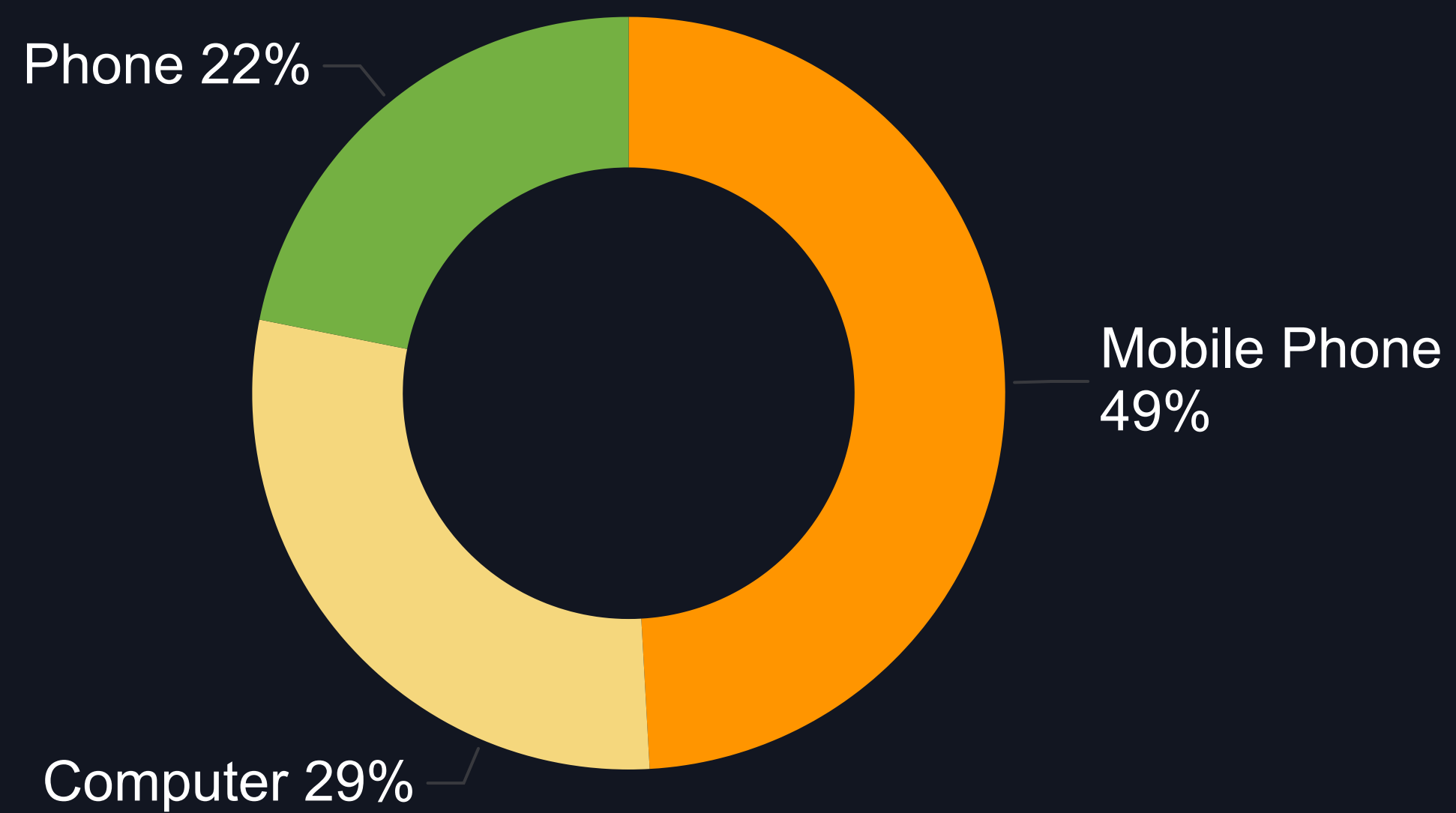
Preferred Payment Mode
Most used payment methods

UPI 1K

Cash on Delivery 1K

E wallet 2K

COD 1K

Credit Card 5K

Debit Card 7K

Sum of DaySinceLastOrder by PreferedOrderCat
Most Selling product categories

Category	Value
Laptop & Accessory	9.8K
Mobile Phone	4.2K
Fashion	3.6K
Grocery	2.6K
Mobile	2.0K
Others	1.9K

Product Categories

Engagement Overview by Gender
App hours, coupon use & cashback comparison

Male — 3K, 3K, 3K

Female — 2K, 2K, 2K

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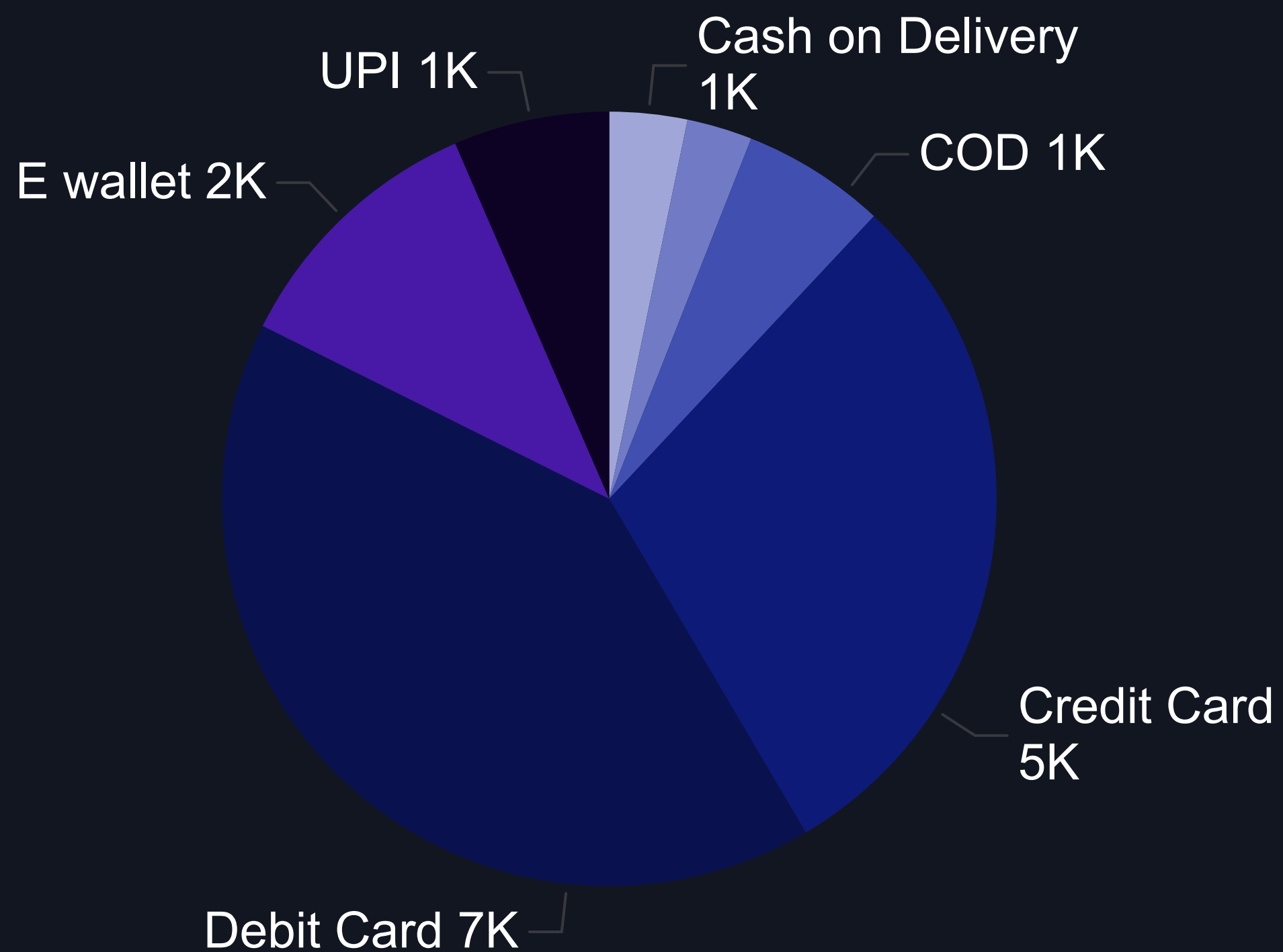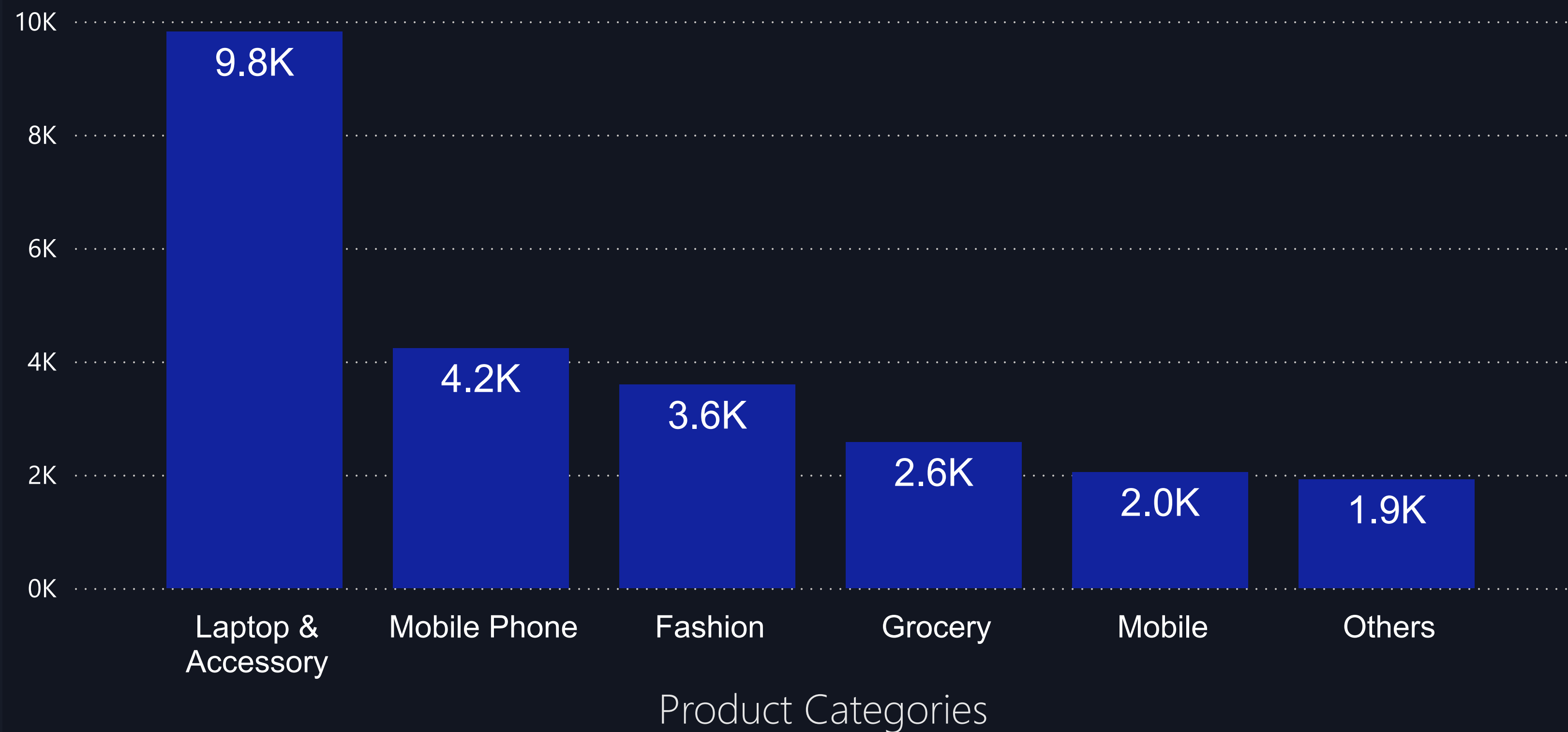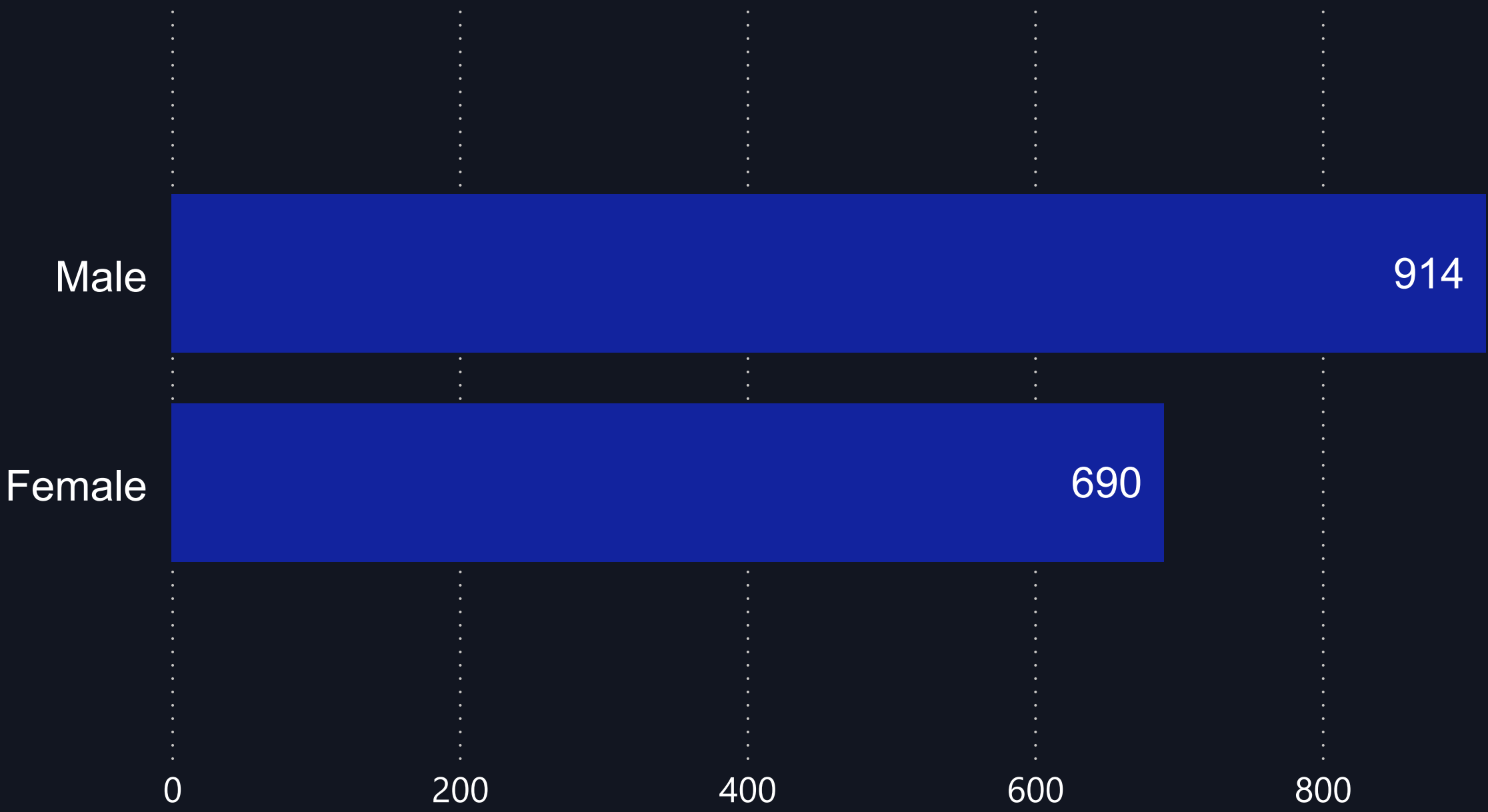## Total No. Active Customer

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Sum of Tenure

Select CityTier

All ⌄

Number of Complaints by Gender
Comparison of total complaints raised by male and female customers.

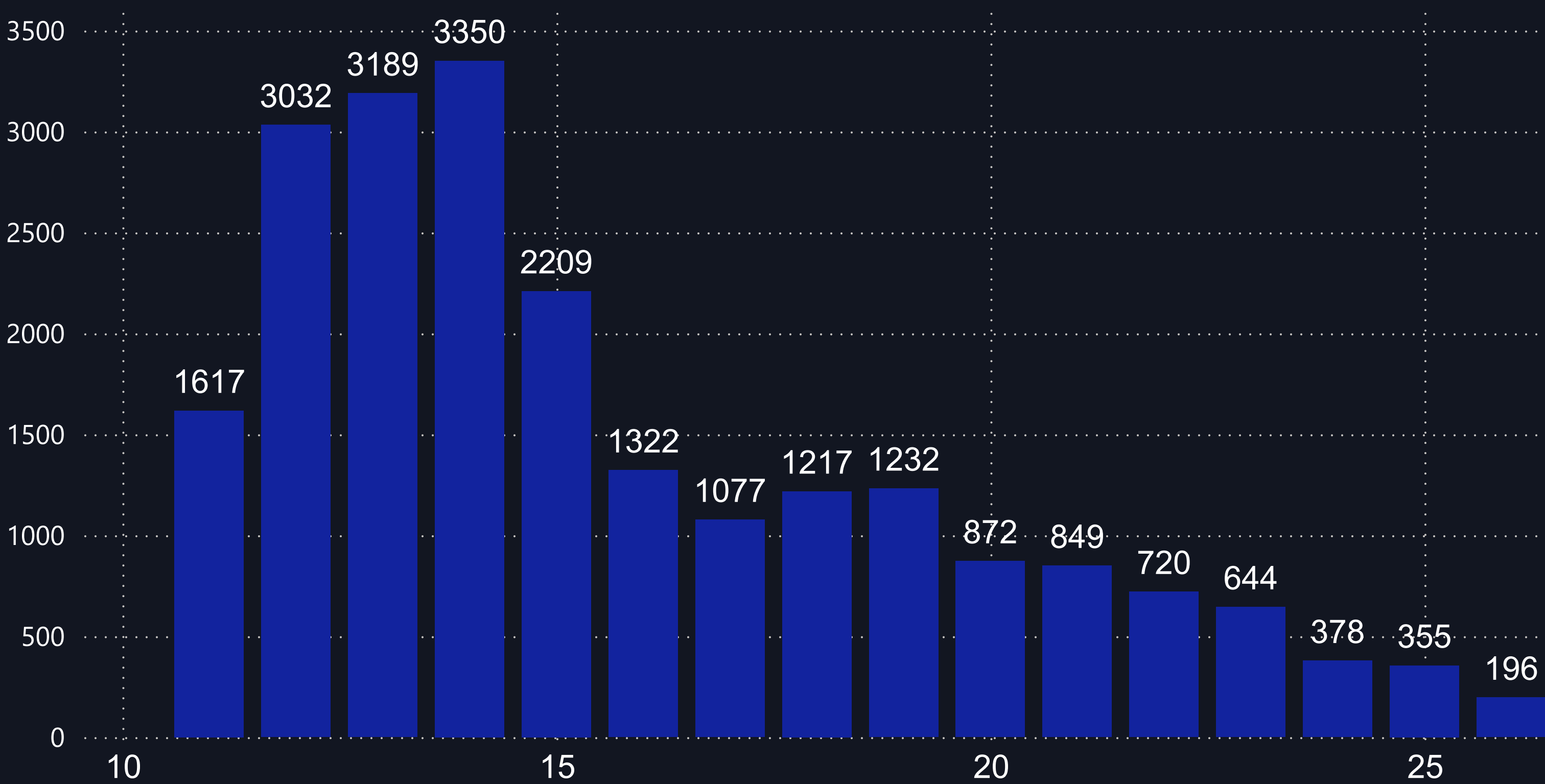| Gender	Value
Male	914
Female	690

(axis: 0, 200, 400, 600, 800)

Relationship Between Delivery Distance and Number of Addresses
Shows how the total warehouse-to-home distance varies with the number of addresses added by customers.

NumberOfAddress

Address	Value
(11)	1.4K
10	3.0K
(9)	3.5K
8	3.8K
(7)	3.6K
6	5.8K
(5)	8.9K
4	9.3K
(3)	20.6K
2	19.4K
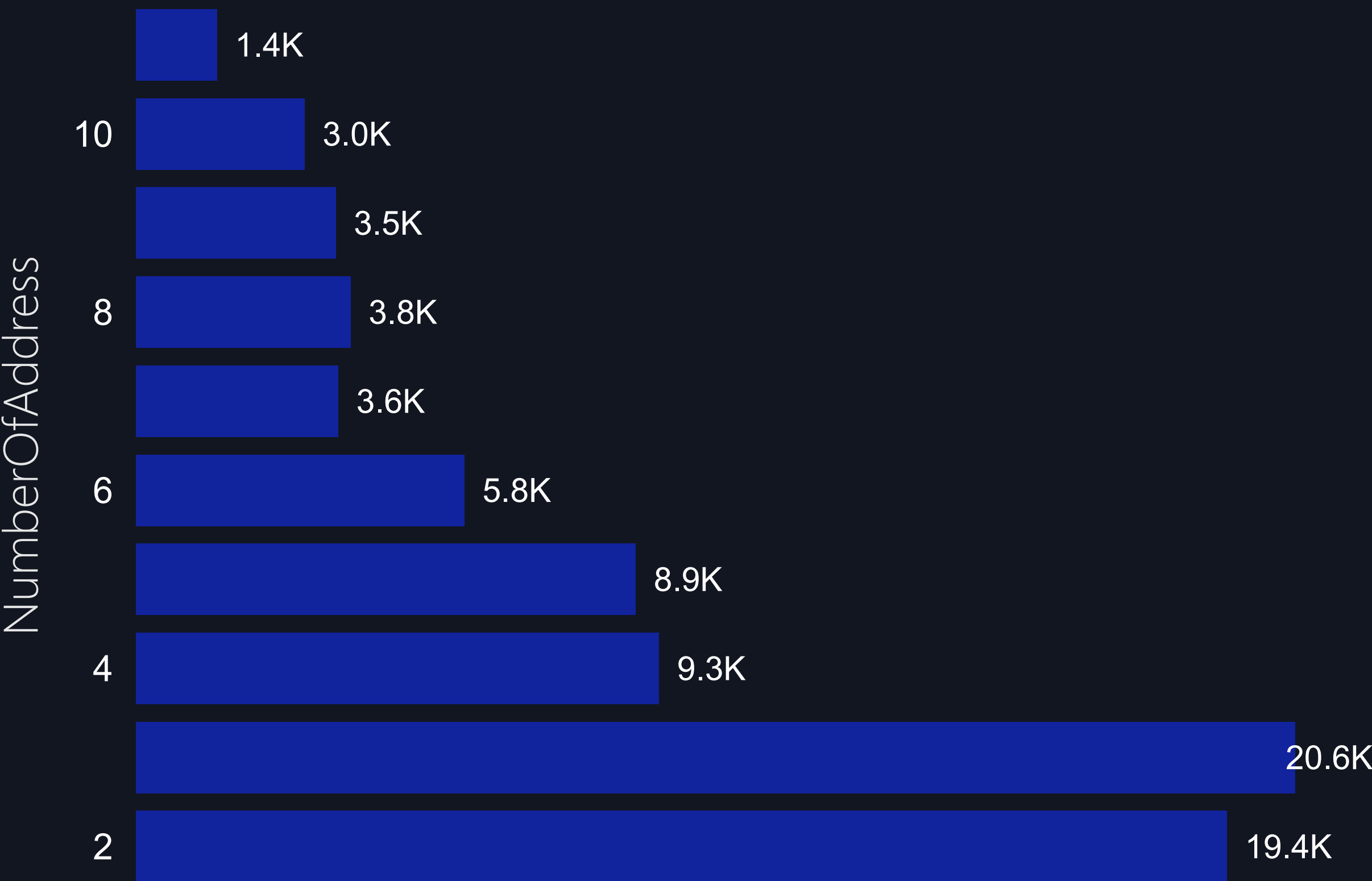
Order Growth vs Days Since Last Order
Shows how the percentage increase in order amount from last year relates to the time since a customer's last purchase.

Values: 1617, 3032, 3189, 3350, 2209, 1322, 1077, 1217, 1232, 872, 849, 720, 644, 378, 355, 196

(axis: 0, 500, 1000, 1500, 2000, 2500, 3000, 3500 / x-axis: 10, 15, 20, 25)

Customer Distribution by Satisfaction Score
Displays the number of customers corresponding to each satisfaction rating.

- 5 20%
- 1 21%
- 2 10%
- 3 30%
- 4 19%