

Preface

The project is undertaken at DHL Supply chain and logistics, Mumbai has the potential in predicting and understanding the customer churn in E-Commerce industry. This project uses various different tools like Excel and Python.

Most important and challenging problem for credit card companies, cable service providers and e-commerce companies are the customer churn. The right prediction of customer churn will help in improving the business and help in increasing the customer retention rate. The customers who are taken for predicting the churn rate can be grouped into different categories. Churn analysis can be obtained through identifying the cause of churn, monitoring the churn numbers regularly and by identifying the points of drop off.

Through churn analysis we can - Expose product weakness and unearth customer opportunities. While performing the churn analysis, the key performance indicator to be included in the pipeline is that of the customer engagement and usage, competitor pricing points, support tickets and the likelihood to upgrade.