CUSTOMER RETENTION PROJECT

PROBLEM STATEMENT

E-retail factors for customer activation and retention: A case study from Indian e-commerce customers

- Customer satisfaction has emerged as one of the most important factors that guarantee the success of online store; it has been posited as a key stimulant of purchase, repurchase intentions and customer loyalty. A comprehensive review of the literature, theories and models have been carried out to propose the models for customer activation and customer retention. Five major factors that contributed to the success of an e-commerce store have been identified as: service quality, system quality, information quality, trust and net benefit. The research furthermore investigated the factors that influence the online customers repeat purchase intention. The combination of both utilitarian value and hedonistic values are needed to affect the repeat purchase intention (loyalty) positively. The data is collected from the Indian online shoppers. Results indicate the e-retail success factors, which are very much critical for customer satisfaction.
- Be careful: There are two sheets (one is detailed) and second is encoded in the excel file. You may use any of them by extracting in separate excel sheet. The number of column(s) is more than 47. Read the column header carefully.

DATA UNDERSTANDING AND CLEANING

- First, we need to import the necessary libraries and load the data.
- The data has 269 rows and 71 columns.
- Upon going through the data, if we observe some discrepancies . The columns are not uniform ; some even have different names and spellings.
- To solve this, we'll drop irrelevant columns, reorder the columns, and rename them to ensure uniformity.
- We melted the columns for decresing the no. of columns in our dataset.

Data Analysis and Visualization

- Histograms were used to view the frequency distribution of the variables.
- Multivariate plots help us understand the relationship between variables. An example is Seaborn heatmap. Heatmaps are typically used to visualize correlation matrices. From the map, we can determine which features carry the most weight.