



CUSTOMER RETENTION

Project Report

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

Submitted by-

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ACKNOWLEDGEMENT

First of all I would like to thank you Flip Robo Technologies For Providing me this dataset and give me a change to work on it.

I have given my all efforts while doing this project.

INTRODUCTION

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.

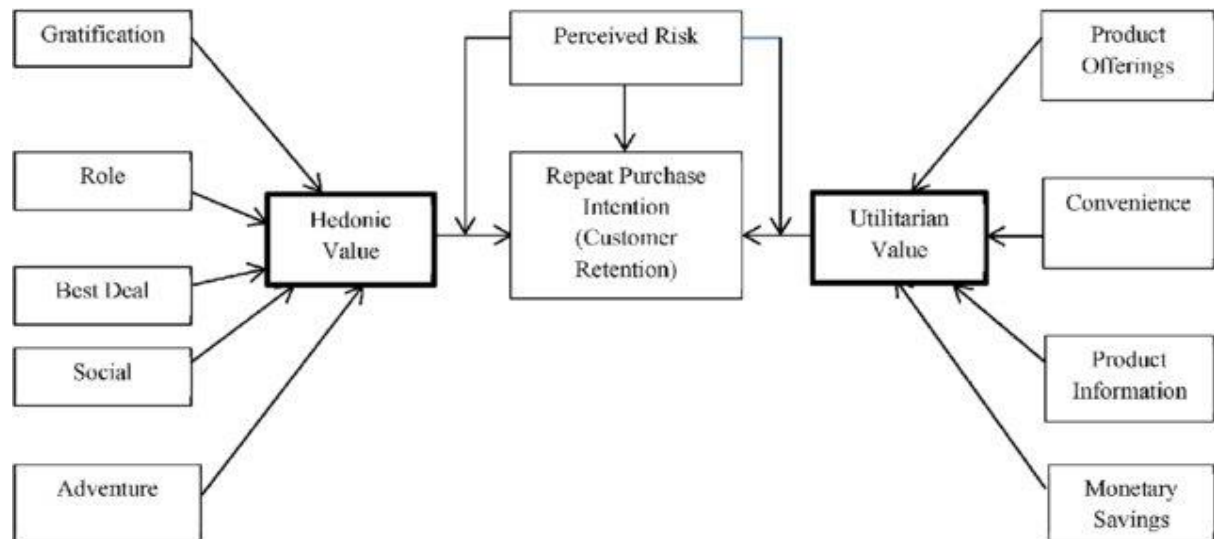
PROBLEM STATEMENT

In This Project I Have A Dataset Of Different Online Shopping Site Like Amazon, Flipkart, Paytm, Snapdeal, Myntra. These All Sites Are Very Popular Everyone Use To But Something From These Site Some People Order More Things And Some People Order Less Things But While Use These App Some People Find Little Difficulty And They Also Don't Have Sometime There Choice Payment Method Or Maybe They Are Getting That Particular Product At Higher Price As Compare To Other Sites Or Maybe Market And People Also Face Late Order Delivery.

Now To Solve All These Problem What People Do People Use To Give Feedback On Sites Now Why They Give There Feedback Because They Don't Want To Face The Same Problem That They Are Facing And Company Use To Take There Feedback Tries To Improve Them May Be They Give Discount To There Customers And Maybe They Reduce The Delivery Time Or Maybe They Can Add A Option Like We Have On Amazon That Give 100rs Extra And Product Will Deliver By Tomorrow.

So, In This Data I Have To Figure Out What Are The Problems People Are Facing Or What Company Can So To Increase There Sales And Can Earn More Profit And How They Can Improve There Site For Customers So They Don't Have To Suffer Anyone And Can Do Shopping More.

Diagram Representation of Customer Retention



The hedonic value has 4 values that is gratification, role, best deal, social, adventure

The Utilitarian have four values product offering, Convenience, Product Information, Monetary Saving

The customer retention based on three main factor Hedonic value, Perceived Risk, Utilitarian

HARDWARE AND SOFTWARE REQUIREMENT

- For hardware I have used my laptop for doing EDA
- For Software I have used Google colab because of its speed and it gives high ram and storage space
- And for rest of EDA I have used some libraries like
 - Pandas
 - Numpy
 - Seaborn
 - Matplotlib

In visualization I have used countplot, stripplot, scatterplot

I used countplot because it helped me to get to know about each feature of data like what age of people use which site more, what age of people use which type of device more to order any data and what age of people or which gender of people research about the product before buying it.

Stripplot helped me to find out how different age groups of people order their product. Which age group of people use which site more, I have done EDA on age vs all the features to understand how can sites improve their service with different age groups of people. After analysis I understand the most of 21-40 age group of people order more and spend their time on different sites to check products.

DATA ANALYSIS

The data is having 267 rows and 71 columns.

In 71 columns only one column is int type rest of 70 is object type the one column who was int type was having pin code of city but I had a column of city name so I dropped that column for better analysis.

In this dataset there was no missing values

There are 69 columns that are object and only one column is int

```
[5] data.isna().sum().sum()
```

0

INFO ABOUT DATA

```
data.info()

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 269 entries, 0 to 268
Data columns (total 71 columns):
#   Column
---  ---
0   1Gender of respondent
1   2 How old are you?
2   3 Which city do you shop online from?
3   4 What is the Pin Code of where you shop online from?
4   5 Since How Long You are Shopping Online ?
5   6 How many times you have made an online purchase in the past 1 year?
6   7 How do you access the internet while shopping on-line?
7   8 Which device do you use to access the online shopping?
8   9 What is the screen size of your mobile device?
9   10 What is the operating system (OS) of your device?
10  11 What browser do you run on your device to access the website?
11  12 Which channel did you follow to arrive at your favorite online store for the first time?
12  13 After first visit, how do you reach the online retail store?
13  14 How much time do you explore the e- retail store before making a purchase decision?
14  15 What is your preferred payment Option?
15  16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?
16  17 Why did you abandon the "Bag", "Shopping Cart"?
17  18 The content on the website must be easy to read and understand
18  19 Information on similar product to the one highlighted is important for product comparison
19  20 Complete information on listed seller and product being offered is important for purchase decision.
20  21 All relevant information on listed products must be stated clearly
21  22 Ease of navigation in website
22  23 Loading and processing speed
23  24 User friendly Interface of the website
```

The upper one if info about the data where we can see there are 70 columns that are only object type.

CONCLUSION

1-Amazon

To improve things

- 1-Reduce longer time to login
- 2-Reduce Longer time in displaying graphics and photos
- 3-Late declaration of price
- 4-Reduce Longer page loading time
- 5-More payment options
- 6-Reduce Longer delivery period

Positive Feedback Review

- 1-Easy to use website or application
- 2-Visual appealing web-page layout
- 3-Wild variety of product on offer
- 4-Complete, relevant description information of product
- 5-Fast loading website speed of website
- 6-Reliability of the website or application
- 7-Quickness to complete purchase
- 8-Availability of several payment options
- 9-Speedy order delivery
- 10-Privacy of customers' information
- 11-Security of customer financial information
- 12-Perceived Trustworthiness
- 13-Presence of online assistance through multi-choice
- 14-Website is as efficient as before

FLIPKART

Positive

- 1-Easy to use website or application
- 2-Visual appealing web-page layout
- 3-Wild variety of product on offer
- 4-Complete, relevant description information of product
- 5-Fast loading website speed of website
- 6-Reliability of the website or application
- 7-Quickness to complete purchase
- 8-Availability of several payment options
- 9-Speedy order delivery
- 10-Privacy of customers' information
- 11-Security of customer financial information
- 12-Perceived Trustworthiness
- 13-Presence of online assistance through multi-choice
- 14-Website is as efficient as before
- 15-Which of the Indian online retailer would you choose

Things to improve in flipkart

- 1-Longer time to get logged in
- 2-Longer time in displaying graphics and photos
- 3-Late declaration of price
- 4-Longer page loading time
- 5-Limited mode of payment on most products
- 6-Longer delivery period
- 7-Change in website/Application design
- 8-Frequent disruption when moving from one page to another

Paytm.com

Positive Suggestion with count

- 1-Easy to use website or application 125
- 2-Visual appealing web-page layout 67
- 3-Wild variety of product on offer 20
- 4-Complete, relevant description information of product 59
- 5-Fast loading website speed of website 99
- 6-Reliability of the website or application 96
- 7-Privacy of customers' information 68
- 8-Security of customer financial information 88
- 9-Perceived Trustworthiness 24
- 10-Presence of online assistance through multi-choice 25
- 11-Website is as efficient as before 58
- 12-Which of the Indian online retailer would you choose 44

Negative

Negative review with count

- 1-Longer time to get logged in 77
- 2-Longer time in displaying graphics and photos 28
- 3-Late declaration of price 72
- 4-Longer page loading time 94
- 5-Limited mode of payment on most products 53
- 6-Longer delivery period 98
- 7-Change in website/Application design 63
- 8-Frequent disruption when moving from one page to another 39

Myntra

Reviews with count

Positive

- 1-Easy to use website or application 147
- 2-Visual appealing web-page layout 115
- 3-Wild variety of product on offer 64
- 4-Complete, relevant description information of product 64
- 5-Fast loading website speed of website 74
- 6-Reliability of the website or application 64
- 7-Quickness to complete purchase 79
- 8-Availability of several payment options 132
- 9-Speedy order delivery 29
- 10-Privacy of customers' information 78
- 11-Security of customer financial information 91
- 12-Perceived Trustworthiness 88
- 13-Presence of online assistance through multi-choice 111
- 14-Website is as efficient as before 14
- 15-Which of the Indian online retailer would you choose 76

Negative

- 1-Longer time to get logged in 35
- 2-Longer time in displaying graphics and photos 74
- 3-Late declaration of price 75
- 4-Longer page loading time 68
- 5-Limited mode of payment on most products 7
- 6-Longer delivery period 26
- 7-Change in website/Application design 37
- 8-Frequent disruption when moving from one page 66

Snapdeal

Reviews with counts

positive

- 1-Easy to use website or application 130
- 2-Visual appealing web-page layout 61
- 3-Wild variety of product on offer 14
- 4-Complete, relevant description information of product 59
- 5-Fast loading website speed of website 81
- 6-Reliability of the website or application 45
- 7-Availability of several payment options 90
- 8-Speedy order delivery 50
- 9-Privacy of customers' information 45
- 10-Security of customer financial information 100
- 11-Website is as efficient as before 25

Negative

- 1-Longer time to get logged in 67
- 2-Longer time in displaying graphics and photos 92
- 3-Late declaration of price 0
- 4-Longer page loading time 63
- 5-Limited mode of payment on most products 109
- 6-Longer delivery period 90
- 7-Change in website/Application design 8
- 8-Frequent disruption when moving from one page 74

NOTE-

All people facing almost similar kind of problem with different site but i have mentioned count so if more people are facing similar counts then the site should improve it if it has a less count no need to do anything

THANK YOU