

A Project Report

on

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

- Top 3 cities from where online shopping happens most are Delhi, Greater Noida, Noida
- Bottom 3 cities with least online shopping are Merrut, Moradabad and Bulandshahr
- Most of the people use Smartphone with 141 frequency and some people use Laptop with 86 frequency in the dataset
- We need to make our online website smartphone friendly to get good customer experience
- Windows and Android are the major os of users using for online shopping so we need to make our website accordingly
- Most of the users use Google Chrome so we need to make our system accordingly
- Most of the people came through search engine on our platforms so we can plan advertisement on search engines
- Credit/Debit cards with 148 and Cash on delivery (CoD) with 76 times are the top payment mode so we should provide these mode to the customers for getting high customer retention
- we should provide best offers to avoid losing customers
- Ease of navigation in website and Speed of Loading are feature which most of the customers are strongly agree.
- Safety of users information and easy return policy are two important services which customers strongly require from online platforms
- Wide variety of product range, complete and fair information about every product and Monetary savings are other important aspects for gaining customers loyalty for online selling platforms
- Amazon.in is the highest recommended website for online shopping
- Flipkart.com is second highest recommended website for the same
- The three most common strings in the datasets are:
 - Amazon.in
 - Strongly Agree
 - Agree.
- It clearly means that Amazon is clearly the market leader in providing all the necessary and user friendly features to the customers which includes all the **utilitarian and Hedonic** features.
- Some highest correlated features with recommendation are
 - **Enjoyment is derived from shopping online -0.436613**
 - **Gaining access to loyalty programs is a benefit of shopping online -0.400583**
 - **All relevant information on listed products must be stated clearly -0.362879**
 - **Being able to guarantee the privacy of the customer -0.358734**
 - **The content on the website must be easy to read and understand -0.349016**
 - **Shopping online is convenient and flexible -0.272532**
 - **User satisfaction cannot exist without trust -0.241386**
 - **Empathy (readiness to assist with queries) towards the customers -0.232305**
 - **Getting value for money spent -0.230271**