

Project on Customer

Retention

Import library

- I have import pandas, NumPy, matplotlib etc.
- Load data.
- Check first five rows in dataset.
- Check information about dataset.
- Check describes the dataset.
- Check null values in dataset.
- Create variable name (shopping city) and all shopping city in this variable.
- Splitting the data two parts male data & female data.

Analise male and female age in dataset

- Female data is more then male data in this dataset.
- 21 – 30 years female people greater then 50 – 60 & 31-14 years male people is only 30 .

Analise how many male and female people in city

- In Delhi we have more male compare to other city & In Greater Noida we have more female compare to other city.

Create the function to check the city pin code –

Analise since how long you are shopping online male and female people

- 25 plus male people since online shopping above four years.
- 70 plus female people since online shopping above four years.

Analise how many times you have male online purchase in the past one year

- 40 plus males online purchase less then ten times in the past one year.
- 70 plus females online purchase less then ten years in the past one year.

Which device do you use to Access the online shopping

- 40 plus male use smartphones to Access the online shopping
- 100 plus female use smartphones to Access the online shopping & females does not use tablets to Access the online shopping.

What is the operating system of your devices

- 35 plus male people use windows and mobiles .
- 80 plus females use windows and mobiles.

How much time do you explore the e-retail store before making purchase decision

- 40 plus males 6-10 minutes explore e-retail store before making purchase decision.
- 80 plus female more the 15 minutes explore e-retails store before making purchase decision.

The contents on the website must be easy to read and understand

- 40 plus male agree with this decision or 30 plus strong agree and 120 plus females strongly agree for this decision .

Easy to navigate in website

- 40 plus male agree with this decision or 30 plus strongly agree and 100 plus females strongly agree for this decision.

Being able to guarantee the privacy of the customer

- 50 plus males strongly and 120 plus females strongly agree for this decision.

Online shopping give benefits and discount

- 25 plus males strongly and 75 plus females strongly agree for this decision.

What is your preferred payment option

- 50 plus males use debit or credit card and 80 plus female use debit or credit card for payment method.

Longer delivery period in city

- Myntra , amazon , flip card , Snapdeal , Paytm long delivery period of this website in Noida.

Speedy order delivery

- Myntra, Amazon, flip card, Snapdeal , Paytm speedy delivery period of this website in Greater Noida.

Fast loading website speed of website and application

- Amazon and flip card are fast loading website and application.

Easy to use website and application

- Amazon and flip card are fast loading website and application.

Conclusion : After Analise the data females mostly use online shopping compare to males . the best application is amazon and flip card. Speedy delivery in greater Noida of all website.