



Overview

Overview

Alerts 138

Reproduction

Dataset statistics

Number of variables	71
Number of observations	269
Missing cells	0
Missing cells (%)	0.0%
Duplicate rows	60
Duplicate rows (%)	22.3%
Total size in memory	149.3 KiB
Average record size in memory	568.5 B

Variable types

Categorical	70
Numeric	1

Variables

1Gender of respondent

Categorical

CORRELATION

HIGH CORRELATION

HIGH

Distinct	2
Distinct (%)	0.7%



missing (%)0.0%

Memory size2.2 KiB



Toggle details

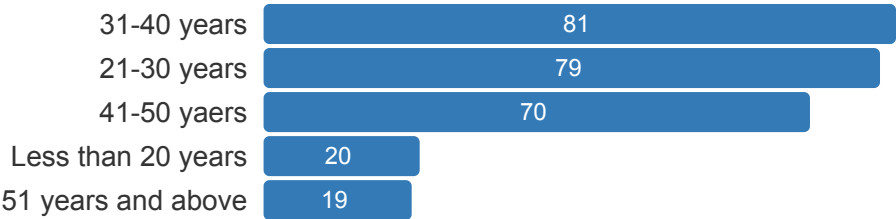
2 How old are you?

Categorical

HIGH

CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

3 Which city do you shop online from?

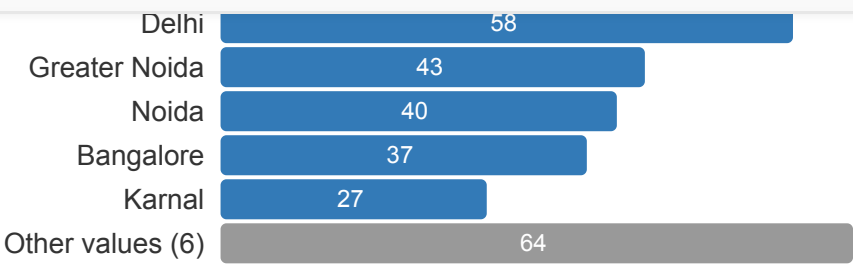
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	11
Distinct (%)	4.1%
Missing	0
Missing (%)	0.0%



Toggle details

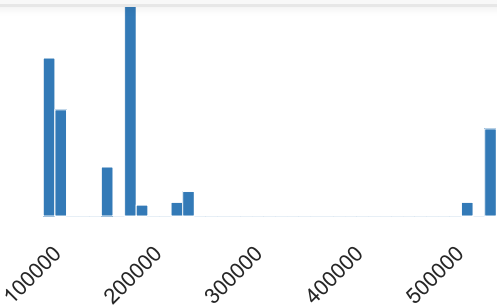
4 What is the Pin Code of where you shop online from?

Real number ($\mathbb{R}_{\geq 0}$)

HIGH

CORRELATION

Distinct	39
Distinct (%)	14.5%
Missing	0
Missing (%)	0.0%
Infinite	0
Infinite (%)	0.0%
Mean	220465.7472
Minimum	110008
Maximum	560037
Zeros	0
Zeros (%)	0.0%
Negative	0
Negative (%)	0.0%
Memory size	2.2 KiB



Toggle details

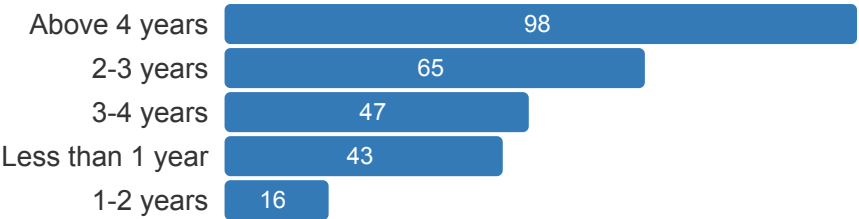
5 Since How Long You are Shopping Online ?

Categorical

HIGH

CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

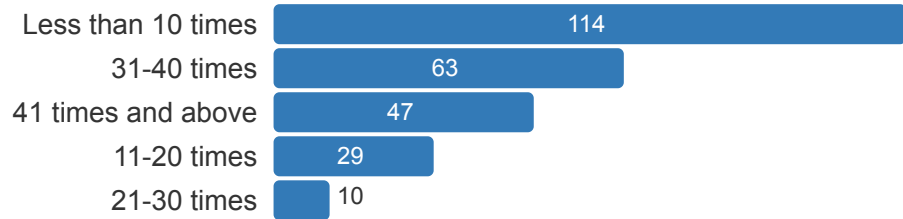
6 How many times you have made an online purchase in the past 1 year?

Categorical

HIGH

CORRELATION

Distinct	6
Distinct (%)	2.2%
Missing	0

[Toggle details](#)

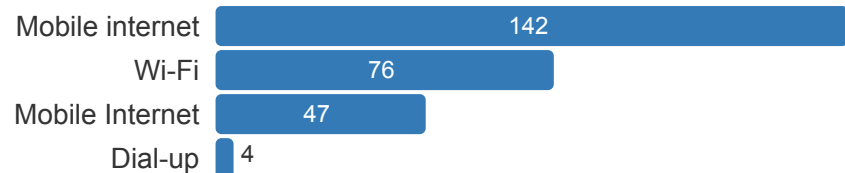
7 How do you access the internet while shopping on-line?

Categorical

HIGH

CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

[Toggle details](#)

8 Which device do you use to access the online shopping?

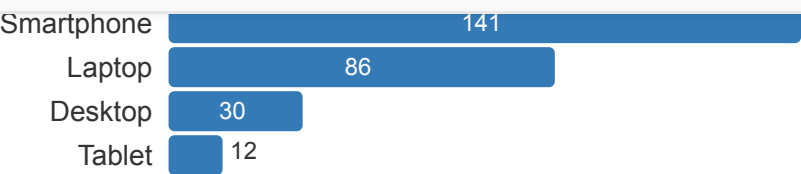
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%



[Toggle details](#)

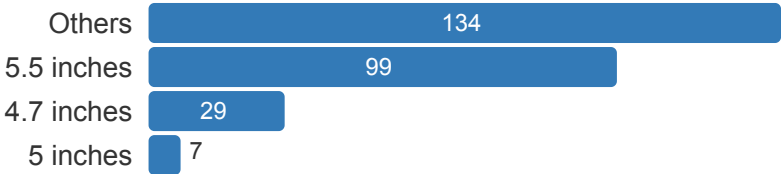
9 What is the screen size of your mobile device?

Categorical

HIGH

CORRELATION
HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



[Toggle details](#)

10 What is the operating system (OS) of your device?

Categorical

HIGH

CORRELATION
HIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

IOS/Mac 62

[Toggle details](#)

11 What browser do you run on your device to access the website?

Categorical

HIGH**CORRELATION****HIGH CORRELATION**

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

[Toggle details](#)

12 Which channel did you follow to arrive at your favorite online store for the first time?

Categorical

HIGH**CORRELATION****HIGH CORRELATION**

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

Search Engine 230

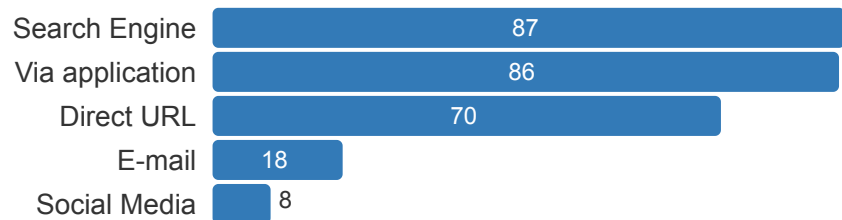
[Toggle details](#)

13 After first visit, how do you reach the online retail store?

Categorical

HIGH**CORRELATION****HIGH CORRELATION**

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

[Toggle details](#)

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

Categorical

HIGH**CORRELATION****HIGH CORRELATION**

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Less than 1 min **15**
1-5 mins **14**

[Toggle details](#)

15 What is your preferred payment Option?

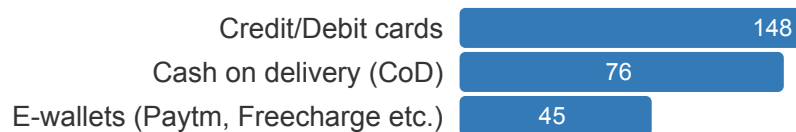
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

[Toggle details](#)

16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?

Categorical

HIGH


CORRELATION

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB





very frequently  13

[Toggle details](#)

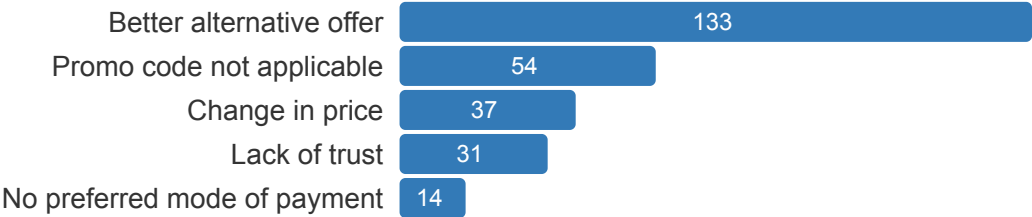
17 Why did you abandon the “Bag”, “Shopping Cart”?

Categorical

HIGH

CORRELATION
HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



[Toggle details](#)

18 The content on the website must be easy to read and understand

Categorical


HIGH

CORRELATION
HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB





Indifferent (3) 

Toggle details

19 Information on similar product to the one highlighted is important for product comparison

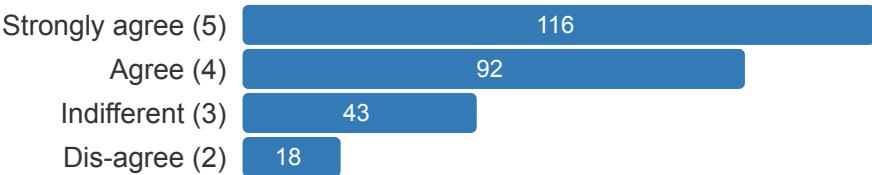
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

20 Complete information on listed seller and product being offered is important for purchase decision.

Categorical

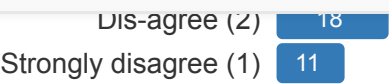
HIGH

CORRELATION

HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB





Toggle details

21 All relevant information on listed products must be stated clearly

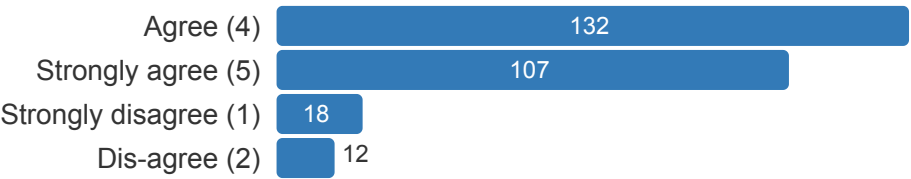
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

22 Ease of navigation in website

Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB





Dis-agree (2)

[Toggle details](#)

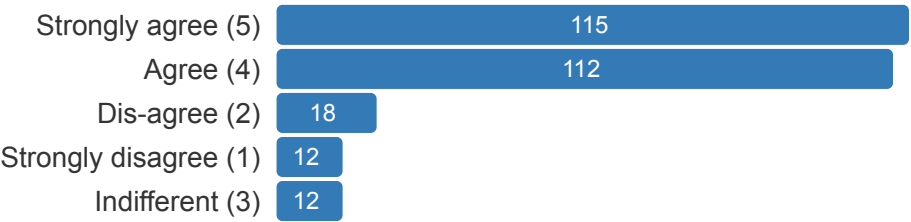
23 Loading and processing speed

Categorical

HIGH

CORRELATION
HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



[Toggle details](#)

24 User friendly Interface of the website

Categorical

HIGH

CORRELATION
HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB





Dis-agree (2) 12
Indifferent (3) 5

Toggle details

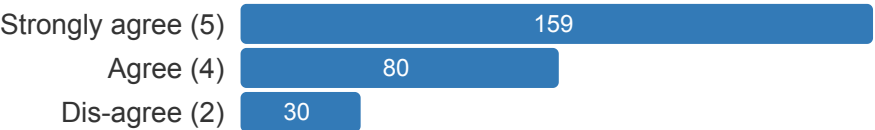
25 Convenient Payment methods

Categorical

HIGH

CORRELATION
HIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time

Categorical


HIGH

CORRELATION
HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB





indifferent (3)  12

[Toggle details](#)

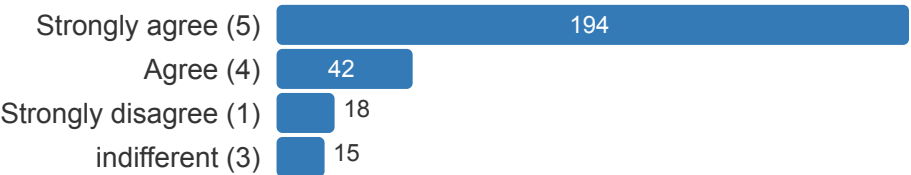
27 Empathy (readiness to assist with queries) towards the customers

Categorical

HIGH

CORRELATION
HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



[Toggle details](#)

28 Being able to guarantee the privacy of the customer

Categorical

HIGH

CORRELATION
HIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



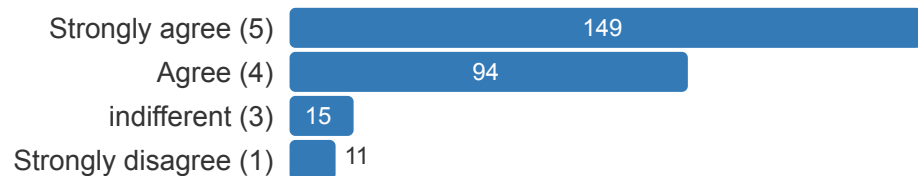
[Toggle details](#)

29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)

Categorical

HIGH**CORRELATION****HIGH CORRELATION**

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

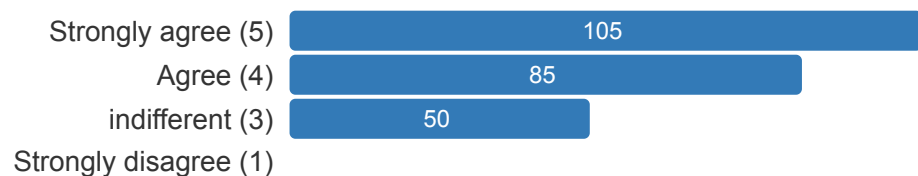
[Toggle details](#)

30 Online shopping gives monetary benefit and discounts

Categorical

HIGH**CORRELATION****HIGH CORRELATION**

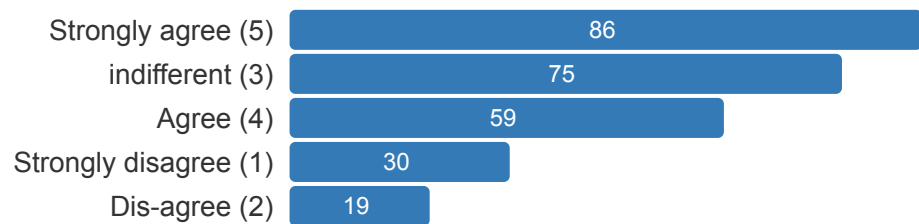
Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



[Toggle details](#)

Categorical

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



[Toggle details](#)

Categorical

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



[Toggle details](#)

33 Return and replacement policy of the e-tailer is important for purchase decision

Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

[Toggle details](#)

34 Gaining access to loyalty programs is a benefit of shopping online

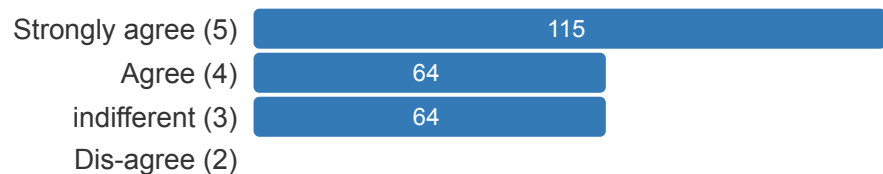
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB





Toggle details

35 Displaying quality Information on the website improves satisfaction of customers

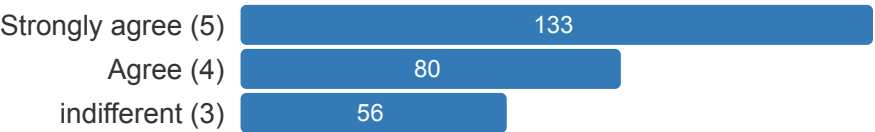
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

36 User derive satisfaction while shopping on a good quality website or application

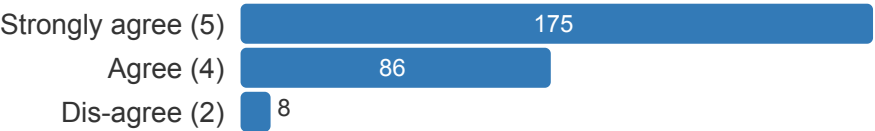
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



37 Net Benefit derived from shopping online can lead to users satisfaction

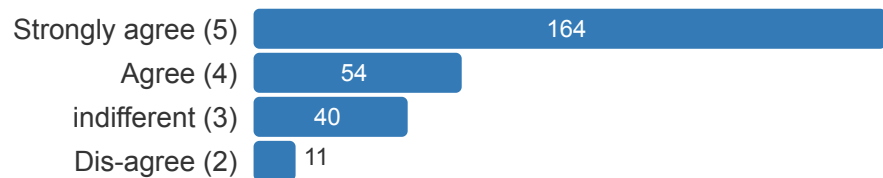
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

38 User satisfaction cannot exist without trust

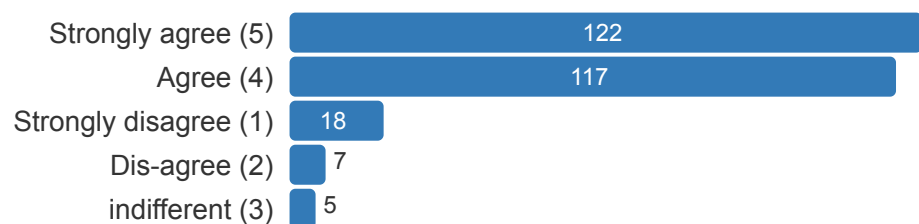
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB





39 Offering a wide variety of listed product in several category

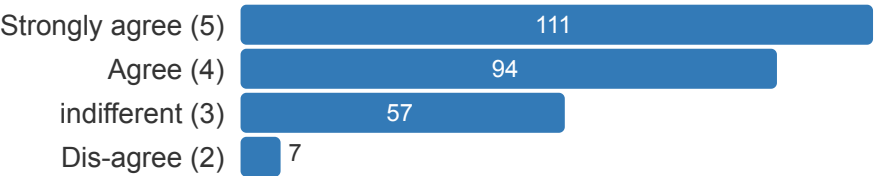
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

40 Provision of complete and relevant product information

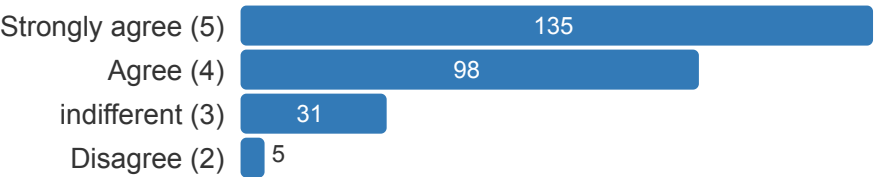
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

41 Monetary savings

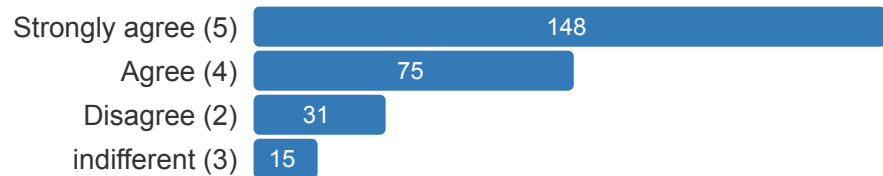
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

42 The Convenience of patronizing the online retailer

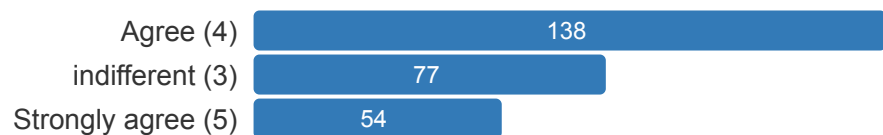
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

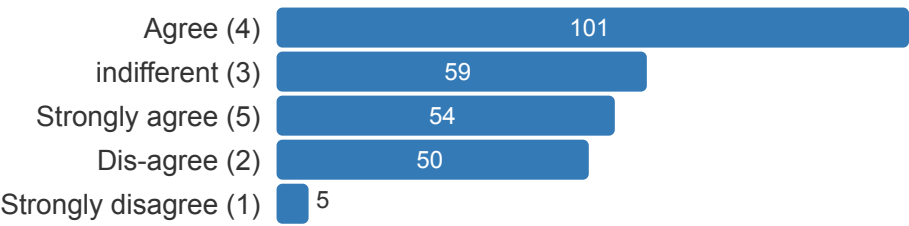


HIGH

CORRELATION

HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

44 Shopping on your preferred e-tailer enhances your social status

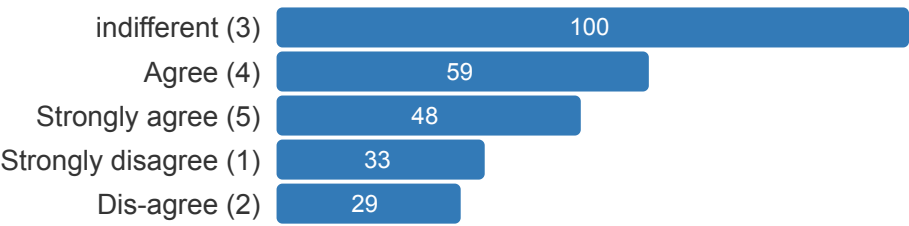
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

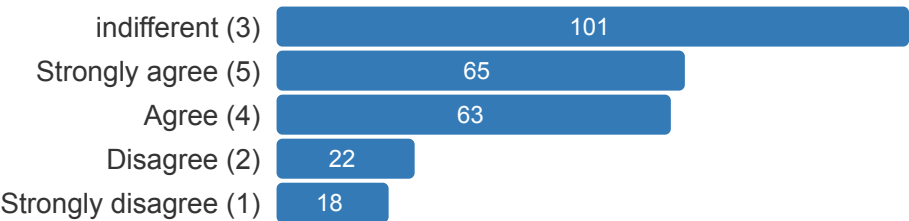


HIGH

CORRELATION

HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

46 Shopping on the website helps you fulfill certain roles

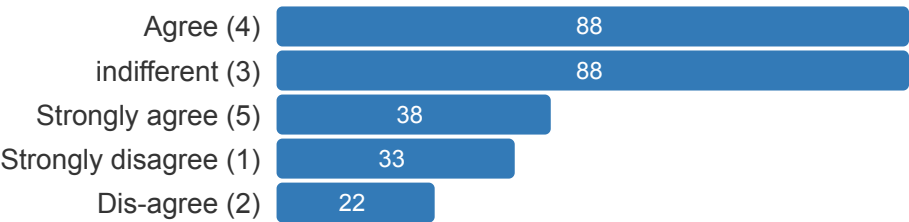
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

Pandas Profiling Report



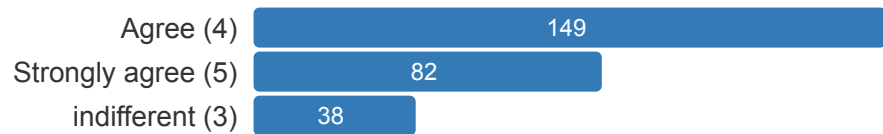
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

From the following, tick any (or all) of the online retailers you have shopped from;

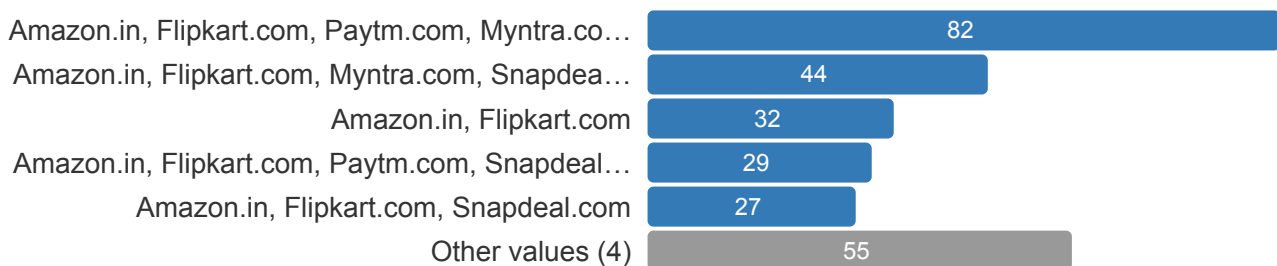
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	9
Distinct (%)	3.3%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

Pandas Profiling Report



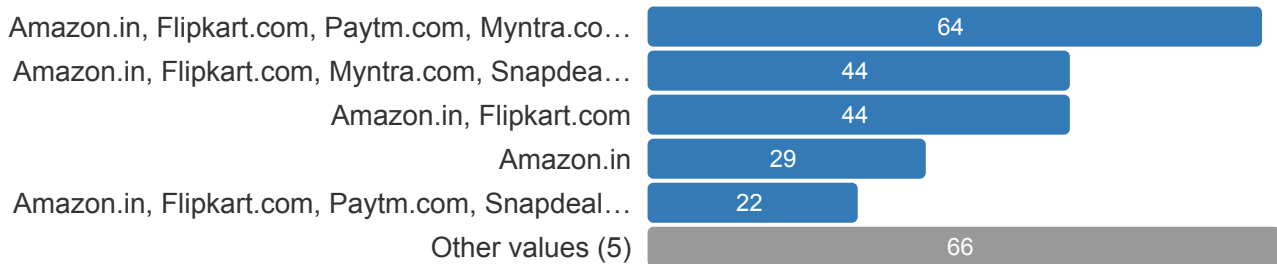
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	10
Distinct (%)	3.7%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

Visual appealing web-page layout

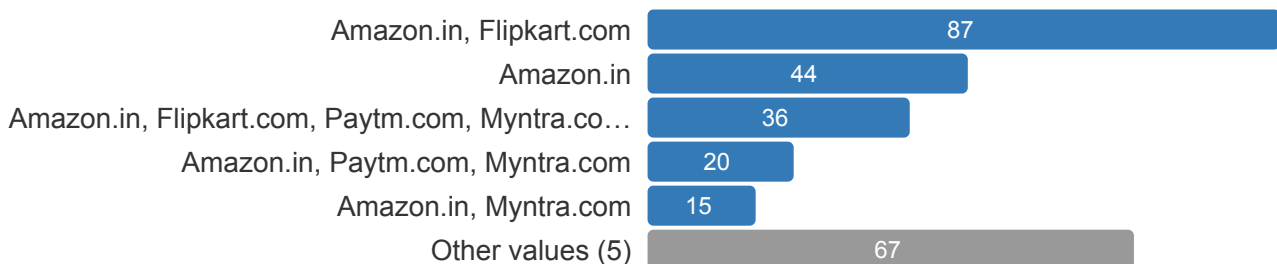
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	10
Distinct (%)	3.7%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Wild variety of product on offer

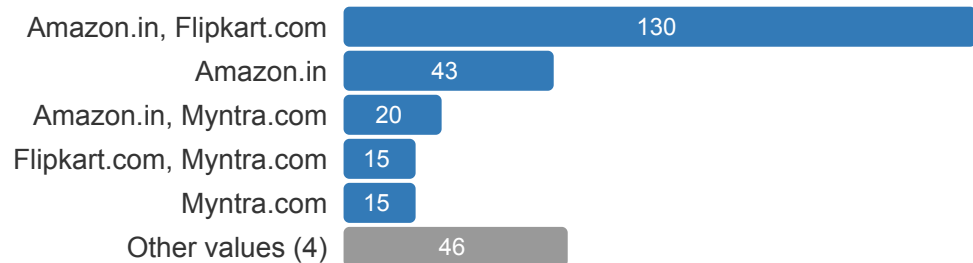
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	9
Distinct (%)	3.3%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

Complete, relevant description information of products

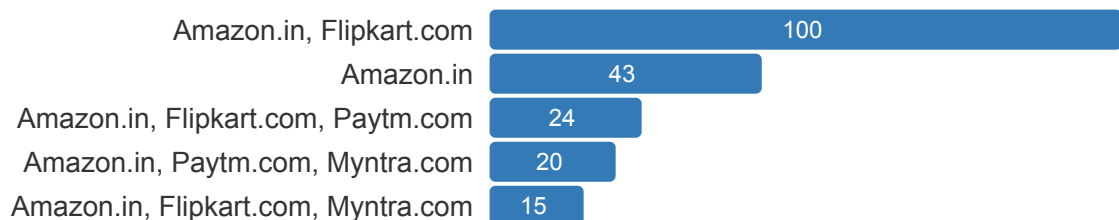
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	11
Distinct (%)	4.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



[Toggle details](#)

Fast loading website speed of website and application

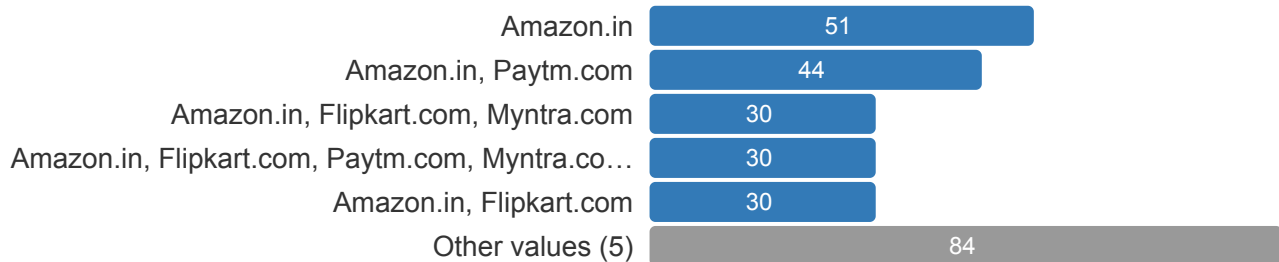
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	10
Distinct (%)	3.7%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

[Toggle details](#)

Reliability of the website or application

Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	10
Distinct (%)	3.7%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Amazon.in, Flipkart.com, Snapdeal.com 18

Other values (5) 69

[Toggle details](#)

Quickness to complete purchase

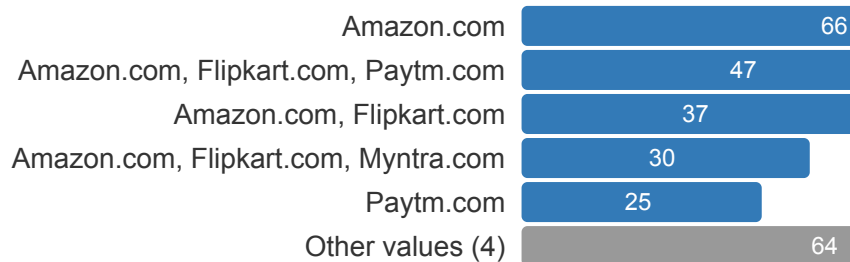
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	9
Distinct (%)	3.3%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

[Toggle details](#)

Availability of several payment options

Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	11
Distinct (%)	4.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

Pandas Profiling Report



Toggle details

Speedy order delivery

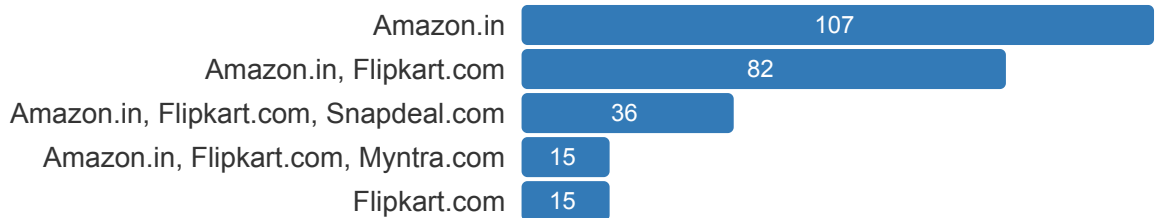
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	6
Distinct (%)	2.2%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

Privacy of customers' information

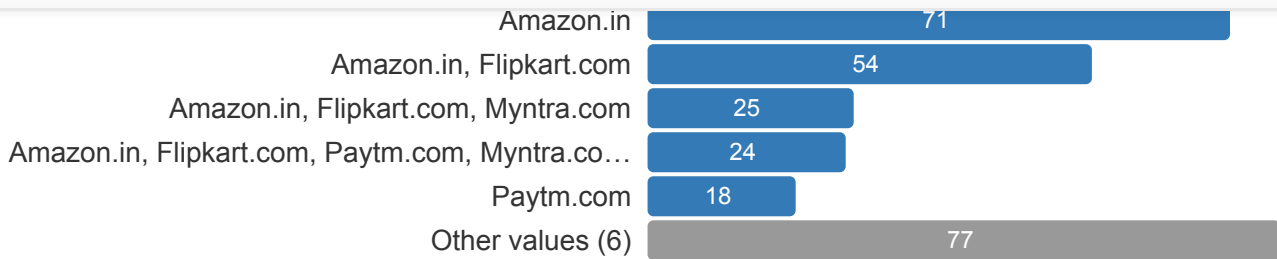
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	11
Distinct (%)	4.1%
Missing	0
Missing (%)	0.0%

[Toggle details](#)

Security of customer financial information

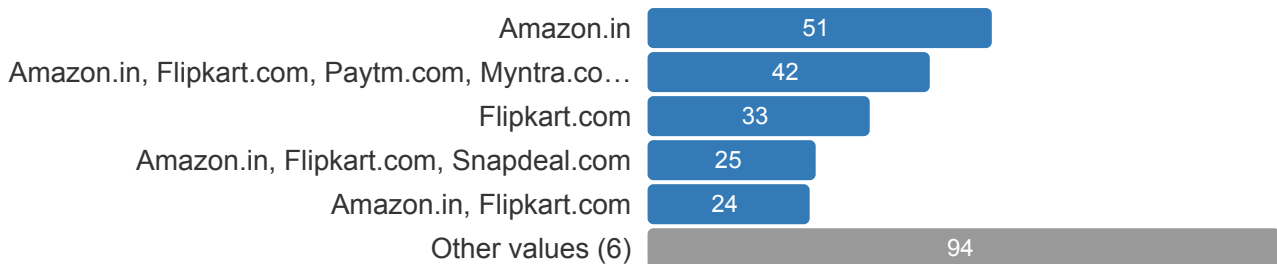
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	11
Distinct (%)	4.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

[Toggle details](#)

Perceived Trustworthiness

Categorical

HIGH

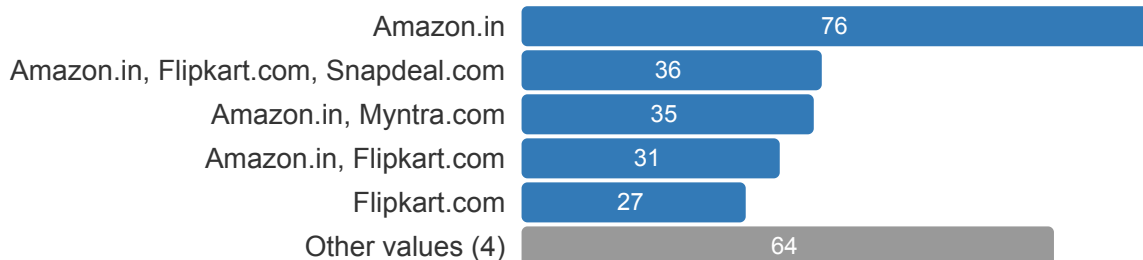
CORRELATION

HIGH CORRELATION

Distinct	9
Distinct (%)	3.3%

Memory size

2.2 KiB

[Toggle details](#)

Presence of online assistance through multi-channel

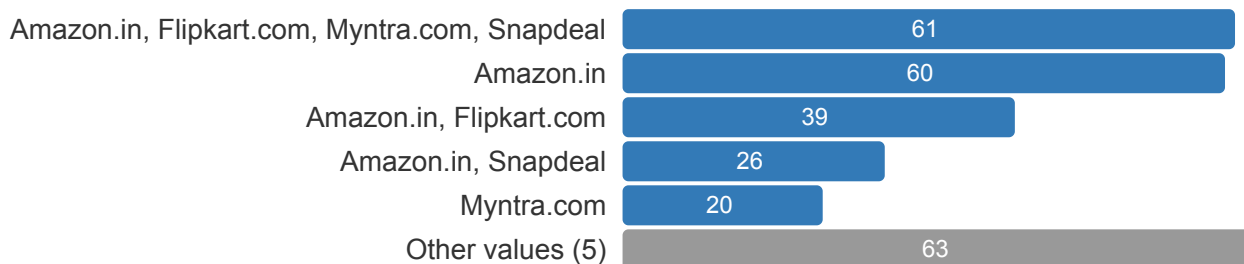
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	10
Distinct (%)	3.7%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

[Toggle details](#)

Longer time to get logged in (promotion, sales period)

Categorical

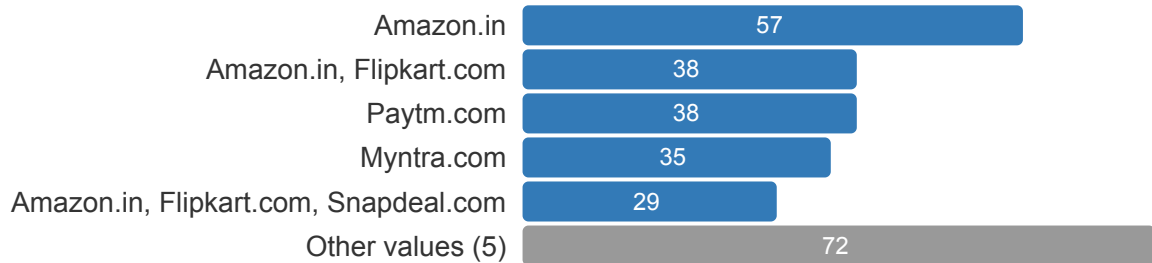
HIGH

CORRELATION

HIGH CORRELATION



Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

[Toggle details](#)

Longer time in displaying graphics and photos (promotion, sales period)

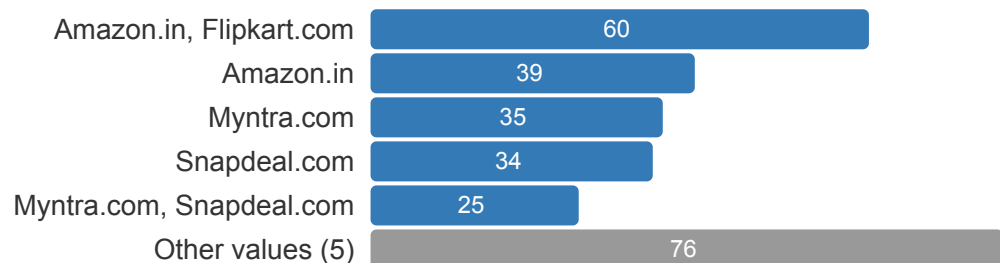
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	10
Distinct (%)	3.7%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

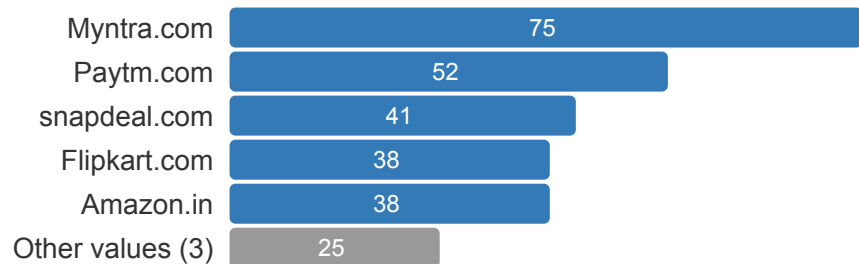
[Toggle details](#)

HIGH

CORRELATION

HIGH CORRELATION

Distinct	8
Distinct (%)	3.0%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

Longer page loading time (promotion, sales period)

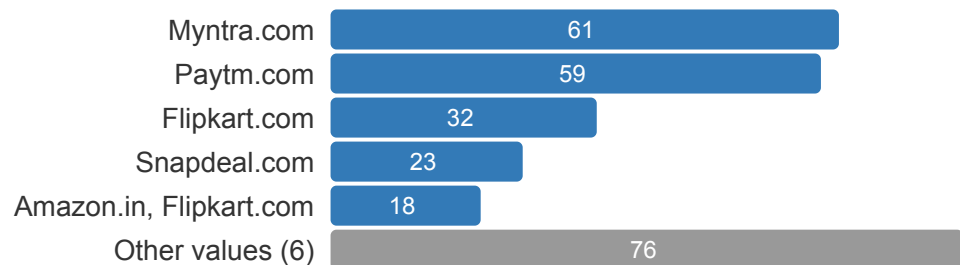
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	11
Distinct (%)	4.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

Limited mode of payment on most products (promotion, sales period)

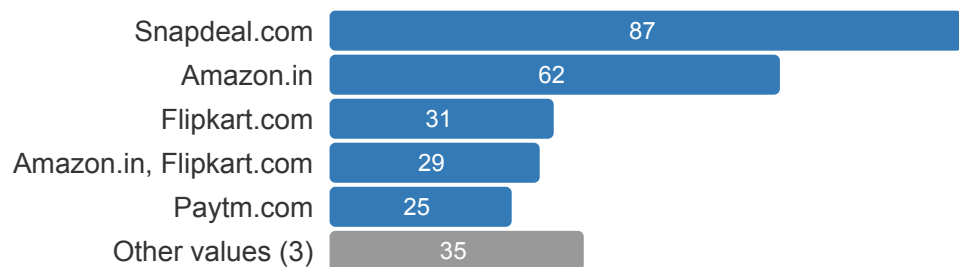
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	8
Distinct (%)	3.0%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

Longer delivery period

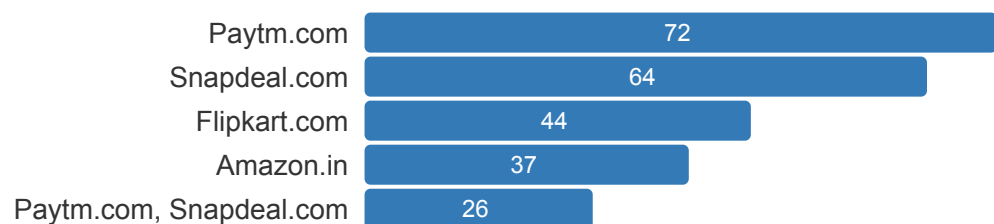
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	6
Distinct (%)	2.2%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Change in website/Application design

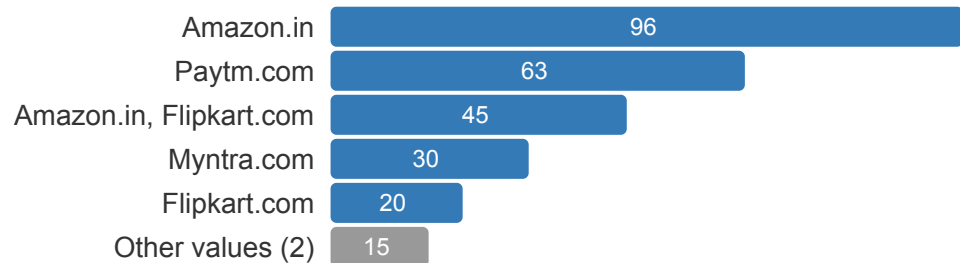
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	7
Distinct (%)	2.6%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

Frequent disruption when moving from one page to another

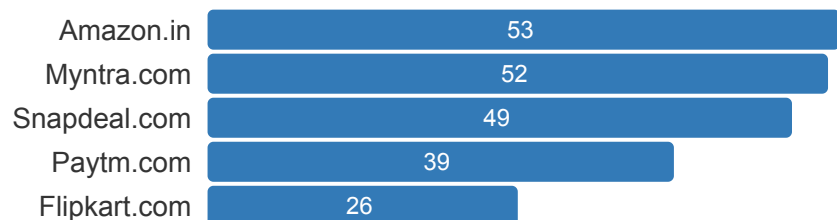
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	8
Distinct (%)	3.0%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB





Toggle details

Website is as efficient as before

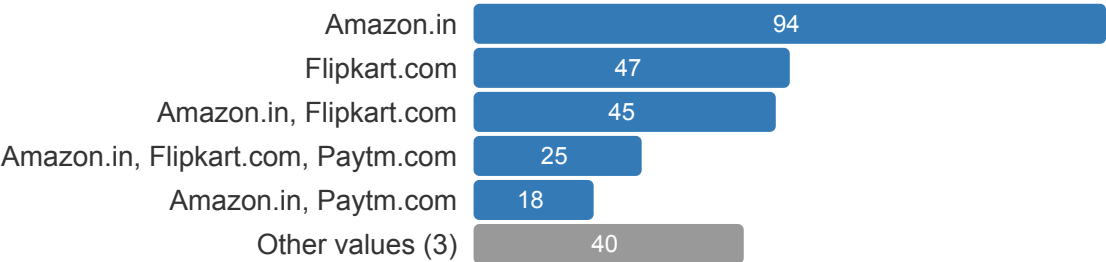
Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	8
Distinct (%)	3.0%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

Which of the Indian online retailer would you recommend to a friend?

Categorical

HIGH

CORRELATION

HIGH CORRELATION

Distinct	8
Distinct (%)	3.0%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Amazon.in, Paytm.com, myntra.com

20

Other values (3)

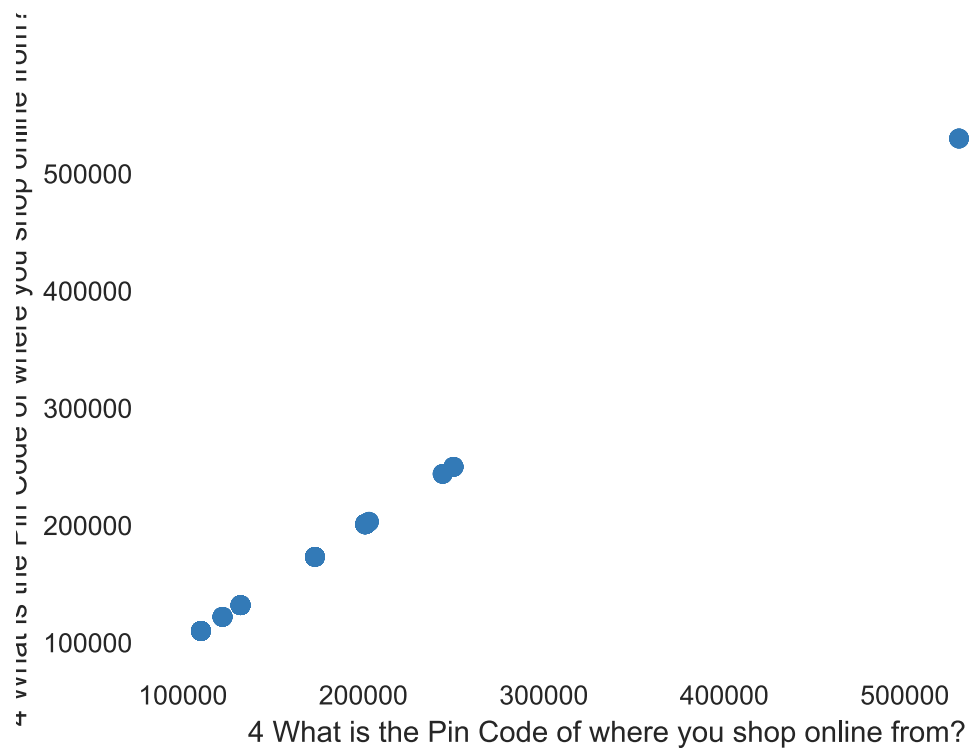
39

[Toggle details](#)

Interactions

4 What is the Pin Code of where you shop online from?

4 What is the Pin Code of where you shop online from?



Correlations

Pearson (P)

le of where you shop online from?

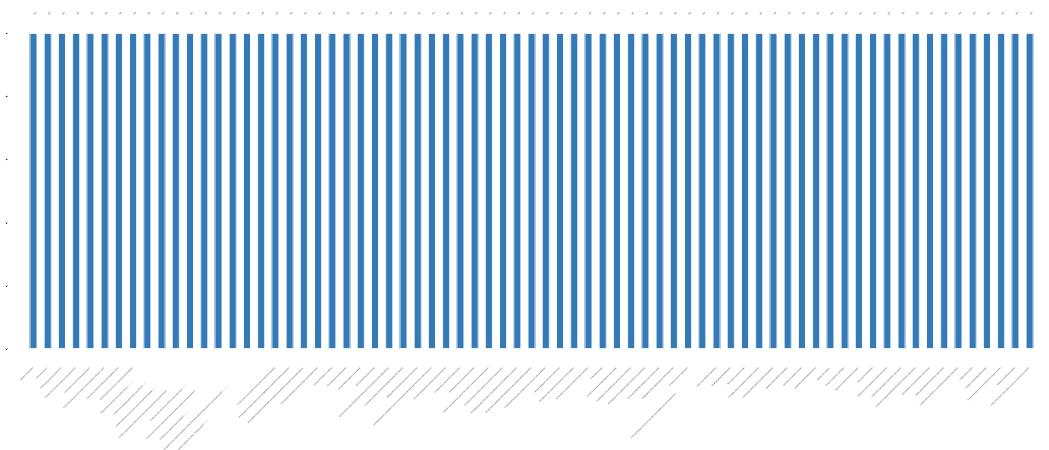
op online from?



Missing values

Count

Matrix



Sample

First rows

	1 Gender of respondent	2 How old are you?	3 Which city do you shop online from?	4 V
0	Male	31-40 years	Delhi	110
1	Female	21-30 years	Delhi	110
2	Female	21-30 years	Greater Noida	20
3	Male	21-30 years	Karnal	13
4	Female	21-30 years	Bangalore	53
5	Female	31-40 years	Noida	20
6	Male	41-50 yaers	Delhi	110
7	Male	41-50 yaers	Delhi	110
8	Female	Less than 20 years	Solan	17
9	Female	31-40 years	Delhi	110

Last rows

	1 Gender of respondent	2 How old are you?	3 Which city do you shop online from?
259	Female	31-40 years	Greater Noida
260	Female	31-40 years	Noida
261	Female	21-30 years	Greater Noida
262	Female	21-30 years	Bangalore
263	Male	41-50 yaers	Delhi

265	Female	31-40 years	Ghaziabad
266	Female	41-50 yaers	Bangalore
267	Female	Less than 20 years	Solan
268	Female	41-50 yaers	Ghaziabad

Duplicate rows

Most frequently occurring

	1 Gender of respondent	2 How old are you?	3 Which city do you shop online from?	4
39	Female	Less than 20 years	Solan	1
7	Female	21-30 years	Greater Noida	2
20	Female	31-40 years	Greater Noida	2
34	Female	41-50 yaers	Noida	2
37	Female	51 years and above	Gurgaon	1
42	Male	21-30 years	Karnal	1
12	Female	21-30 years	Solan	1
17	Female	31-40 years	Ghaziabad	2
29	Female	41-50 yaers	Ghaziabad	2
47	Male	31-40 years	Moradabad	2