

Customer Retention Project

Submitted by:

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INTRODUCTION

In this day and age, e-commerce is a necessary component of our life. The boundaries of internet retail are blurring, giving consumers ultimate control over our shopping experience. The convenience-driven concept has evolved into a flag emblem. Authentic stuff and shipping There are an increasing number of online retail firms. Due to the internet era's massive popularity, this brings in a whole new set of problems. These businesses are competing on a level playing field. The ability to analyze data is crucial.

Organizations should be ready to deal with the issue of client maintenance. While drawing in clients is made simple by promoting the money-related benefits, keeping the shoppers steadfast is one hard assignment. Maintenance straightforwardly means fulfillment for our situation. The higher the quantity of fulfilled shoppers, the more will be the number of maintenances. We presently need to comprehend the elements influencing the bliss of the purchaser. This is the place where information investigation comes in. The information gathered by reviews and other techniques is investigated purposefully remembering the objective is to accomplish the client proposal. More proposals give the overall disposition of the clients which can be utilized to get client happiness.

AIM OF THE PROJECT

The fundamental goal of any business is consumer satisfaction. Various elements worry the endurance of an internet-based retailer by influencing consumer satisfaction. The objective of this project is to decide on these highlights by making out conclusions through investigation. The elements might be categorized into different categories such as utilitarian and hedonic values. Utilitarianism is identified as or is based on need or necessity whereas hedonic concerns individual delight. Effectively tackling this issue and pointing out the factors influencing the fulfillment of clients requires some knowledge in client care.

REVIEW

Steps included:

1. Loading Dataset
2. Identification of variables and their data types
3. Checking null values
4. Checking the size and shape of a dataset
5. Data visualization by using a bar graph, pie chart, and maps
6. Conclusion

Data Analysis and Visualization

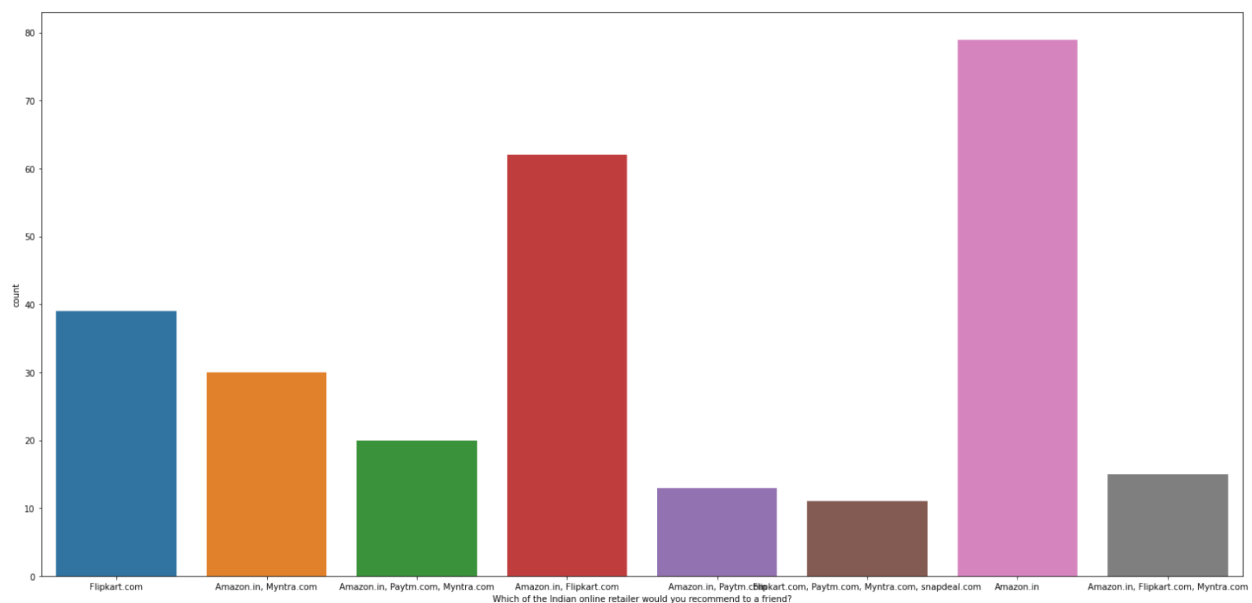
Data source: Fliprobo technologies

We started with importing various python libraries such as NumPy and Pandas as well as Seaborn and Matplotlib libraries for visualization.

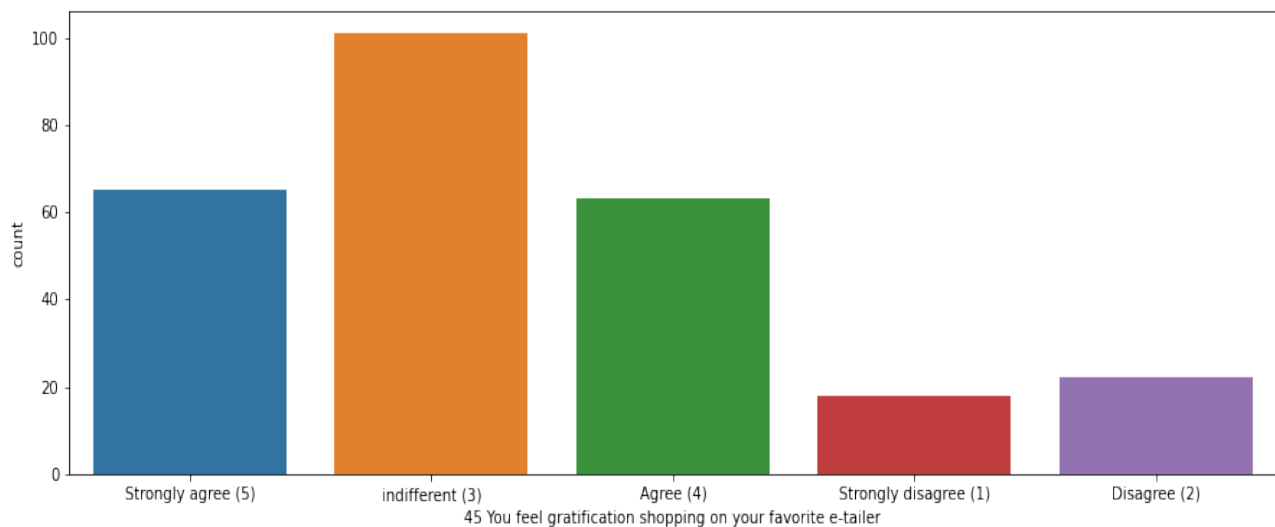
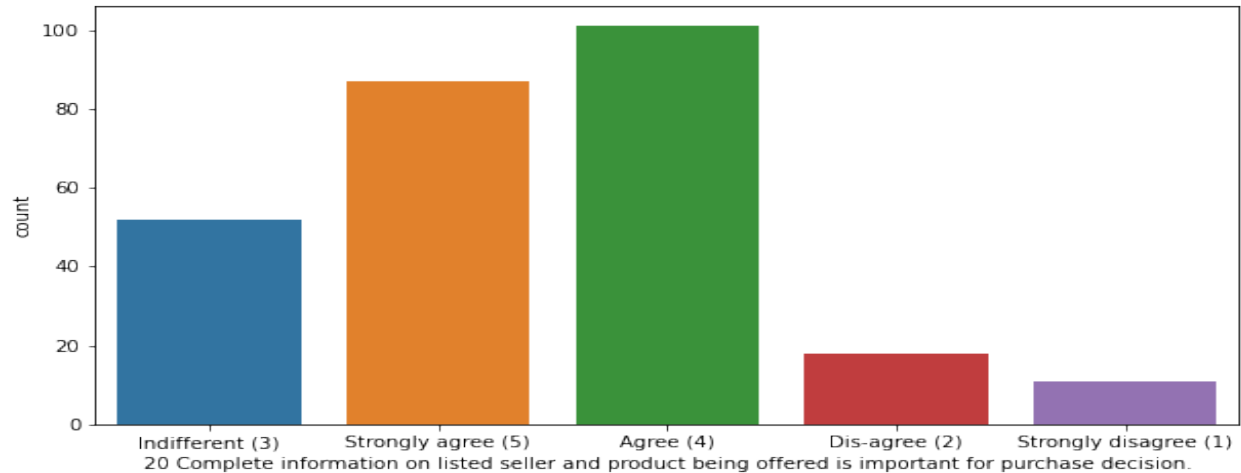
In the first place, we imported the given dataset and then we checked the head and tail columns and the size of the whole dataset. The dataset comprises 269 rows with 71 columns in an excel document which is imported to the Jupyter notebook using the Pandas library. The variables were categorical with data either object or integer.

There were many online retailers included in this dataset along with the service they were providing to the online shoppers such as Amazon, Snapdeal, Flipkart, Myntra, and Paytm. There were multiple factors or services providing information that is affecting on customer's satisfaction and dependency. There were multiple factors given in the dataset such as website design, navigation, services, offers or discounts, and many more.

We analyzed unique classes and their counts in the features of a given dataset. This has given us a basic idea of understanding the impact of features on customer retention.

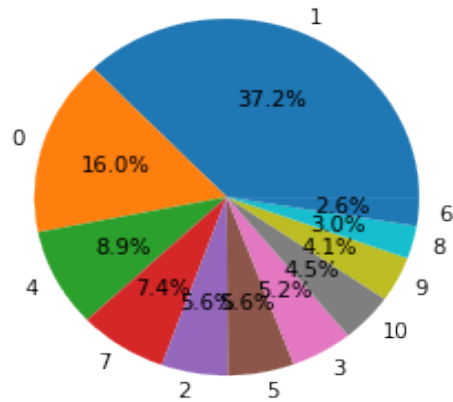


The numbers of customers who recommended online retailer Amazon were high as compared to others. Flipkart, Myntra, Paytm, and Snapdeal have fewer customer recommendations. Many plots were drawn to analyze different factors corresponding to a utilitarian value and hedonic value and the effect they have on customer satisfaction.

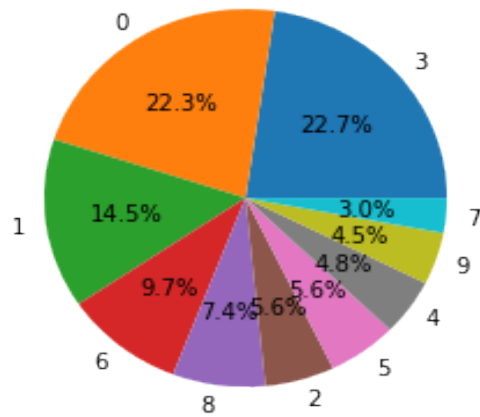


- The variables concerning utilitarian worth like comfort, money-related benefits furthermore, and data are completely seen to be significant by the shoppers. One of the main variables is the simplicity of shopping, individuals can shop for an assortment of items in the solace of their homes. Coming to the hedonic value, with the count plot we can see that despite the fact that the delight accomplished through shopping isn't conceded by everybody, it actually should be considered as nearly a large portion of the clients concur with it. Additionally, the Happiness of customers is directly related to the offers provided by the retailer. The retailer can empower this reasoning by sending off unique honors and fascinating very good-quality items.

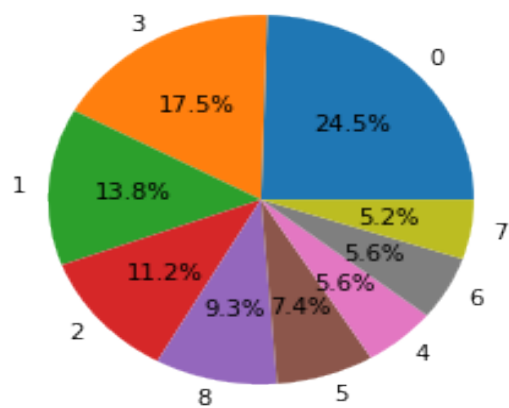
Complete, relevant description information of products

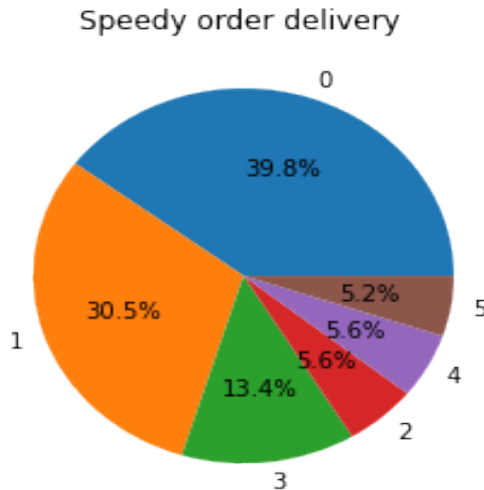


Presence of online assistance through multi-channel



Quickness to complete purchase





As you can see, customers appreciate the complete product information. It helps them make purchase decisions and builds trust in retailers. Over 35% believe that Amazon provides relevant explanations for products that contribute to the reasons most recommended. There are also factors that help retailers win the top spot, such as speed of delivery, speed of purchase, and great web applications. Customer revitalization can be achieved through offers and discounts, but service is paramount to maintaining customer interest as well as financial gain. The presence of online help that is sympathetic to the above factors fosters a beneficial addiction.

As a global retailer, Amazon is also a leader in reliability. From the count plot, we found that trust is one of the most important things customers consider necessary to shop online. So it's not surprising that Amazon is the most recommended retailer. From all graph analyses, it is clear that the factors that consumers consider important play an important role in the recommended website. More referrals are directly proportional to the number of customer activations and retentions. These factors are related to the value of both utility and pleasure.

CONCLUSION

The purpose of this task was to analyze a particular data set and identify the factors that have a significant impact on customer satisfaction. To assess the user's reliance on loyalty, we examined consumer attitudes towards several features. Variables that consumers strongly agree with are influencing their views – merchant credibility, financial gains to support the idea of “the importance of money” empathic customer support, and website features., And complete relevant information about the product. The data collected shows that "Amazon.in" is the most popular online retailer and has the most recommendations. Use visualizations to analyze why Amazon is so popular. The results show that Amazon has a high score for all of the

above factors that are considered important. The services and customer trust associated with each retailer are very positive and affect user loyalty even during shopping breaks.

It additionally tops for supplying clients with whole records on numerous products. We additionally study elements inflicting the failure of a store to be recommended. This consists of longer transport time, longer time in loading the web page and related graphics, low functioning withinside the internet site inflicting interruptions and much less consider at the store. The mediocre offerings and functioning of an internet site frequently set off purchaser dissatisfaction