



CUSTOMER RETENTION PROJECT

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INTRODUCTION

❖ Business Problem Framing

The Retail Industry in India:

After 50 years of unorganized retailing and fragmented kirana stores, the Indian retail industry has finally begun to move towards modernization, systematization and consolidation. India's billion – plus population and its changing lifestyle continue to kindle the interest of major retail chains.

❖ Motivation for the Problem Undertaken

Primary Objectives:

To determine a competitive analysis based on the customer perception.

Secondary Objectives:

Finding what the customer actually looks for in a store especially market.

Study of current consumer tastes & attitudes towards a store.

Finding for completely satisfying store from pantaloons to consumers.

Analytical Problem Framing

❖ Mathematical/ Analytical Modeling of the Problem

➤ Mathematical Modeling

- First check for null values
- Check data description like mean,median,mode,std,and some other values

➤ Analytical Modeling

- Check for data skewness
- Check vif score
- Removing null values
- Label Encoding

❖ Data Preprocessing Done

➤ Few steps were taken for data cleaning that are given below:-

- First check for data correlation :- if two columns are highly correlated then remove one of the columns
- vif score:-check vif score for all the columns and if any column having vif score more than 5 then remove that column

Model/s Development and Evaluation

❖ Run and Evaluate selected models

As we performed only data analysis so I don't use any of the algorithms.

I just some important libraries and other functions to perform the data analysis for customer retention .

Libraries used:-

1. Pandas
2. Numpy
3. Seaborn
4. Matplotlib etc.

❖ Visualizations

Two types of plot were used for plotting during the analysis

1. Heatmap
2. Subplot

- **Heatmap**:- this map is used to check the correlation among all the columns which also helps in keeping and deleting the columns if any column is highly correlated to other column we can delete one of them
- **Subplot**:- this plot is used to check the data distribution among all the columns it helps in identifying that data is distributed well among all the columns or not

CONCLUSION

❖ Key Findings and Conclusions of the Study

- From analysis we find that a store with variety of brand as well as new fashion is preferred the most by consumer since he/she can compare the brand quality
- Most of the respondent preferred going to a store twice in a month.
- Most of the respondents are expect variety and quality from store merchandise.
- It is found that majority of customers are coming for shopping twice in a week or more. It means shopping is a usual habit of a customer.
- It is very clear from above analysis that a store with book store is preferred the most by consumer since he/she can spend more time in such store.

❖ Limitations of this work and Scope for Future Work

LIMITATIONS OF THE PROJECT

- Limited response from respondent response may not reveal the accurate picture as accurate data was not revealed by the respective respondents.
- We have restricted our sample size to 200 because most of the people give wrong information.
- Respondent were not giving much thought to questions though we have honesty and sincerely tried to present the facts and figures but because of some non responses errors still might have cropped level.

SCOPE OF THE PROJECT

The scope of project was limited to find out measure competitors market share and consumer behaviour in selected region and understand various factors affecting the customer choice while shopping..