

Project Report

Data Description:

Overall narrative summary of data:

There are total 269 observations in our Customer Retention dataset.

- There are total **71** variables in our dataset.
 - Below is the Data type of variables
1. Gender of respondent --> object
 2. How old are you? --> object
 3. Which city do you shop online from? --> object
 4. What is the Pin Code of where you shop online from? --> int64
 5. Since How Long You are Shopping Online ? --> object
 6. How many times you have made an online purchase in the past 1 year? --> object
 7. How do you access the internet while shopping on-line? --> object
 8. Which device do you use to access the online shopping? --> object
 9. What is the screen size of your mobile device?
 10. What is the operating system (OS) of your device?
--> object
 11. What browser do you run on your device to access the website?
--> object
 12. Which channel did you follow to arrive at your favorite online store for the first time?
--> object
 13. After first visit, how do you reach the online retail store?
--> object
 14. How much time do you explore the e- retail store before making a purchase decision?
--> object
 15. What is your preferred payment Option?
--> object
 16. How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?
--> object
 17. Why did you abandon the "Bag", "Shopping Cart"?
 18. The content on the website must be easy to read and understand --> object
 19. Information on similar product to the one highlighted is important for product comparison --> object
 20. Complete information on listed seller and product being offered is important for purchase decision. --> object
 21. All relevant information on listed products must be stated clearly --> object
 22. Ease of navigation in website --> object
 23. Loading and processing speed --> object
 24. User friendly Interface of the website --> object
 25. Convenient Payment methods --> object
 26. Trust that the online retail store will fulfill its part of the transaction at the stipulated time --> object
 27. Empathy (readiness to assist with queries) towards the customers --> object
 28. Being able to guarantee the privacy of the customer --> object
 29. Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.) --> object
 30. Online shopping gives monetary benefit and discounts --> object
 31. Enjoyment is derived from shopping online --> object
 32. Shopping online is convenient and flexible --> object

33. Return and replacement policy of the e-tailer is important for purchase decision --> object
34. Gaining access to loyalty programs is a benefit of shopping online --> object
35. Displaying quality Information on the website improves satisfaction of customers --> object
36. User derive satisfaction while shopping on a good quality website or application --> object
37. Net Benefit derived from shopping online can lead to users satisfaction --> object
38. User satisfaction cannot exist without trust --> object
39. Offering a wide variety of listed product in several category --> object
40. Provision of complete and relevant product information --> object
41. Monetary savings --> object
42. The Convenience of patronizing the online retailer --> object
43. Shopping on the website gives you the sense of adventure --> object
44. Shopping on your preferred e-tailer enhances your social status --> object
45. You feel gratification shopping on your favorite e-tailer --> object
46. Shopping on the website helps you fulfill certain roles --> object
47. Getting value for money spent --> object
48. From the following, tick any (or all) of the online retailers you have shopped from;
--> object
49. Easy to use website or application --> object
50. Visual appealing web-page layout --> object
51. Wild variety of product on offer --> object
52. Complete, relevant description information of products --> object
53. Fast loading website speed of website and application --> object
54. Reliability of the website or application --> object
55. Quickness to complete purchase --> object
56. Availability of several payment options --> object
57. Speedy order delivery --> object
58. Privacy of customers' information --> object
59. Security of customer financial information --> object
60. Perceived Trustworthiness --> object
61. Presence of online assistance through multi-channel --> object
62. Longer time to get logged in (promotion, sales period) --> object
63. Longer time in displaying graphics and photos (promotion, sales period) --> object
64. Late declaration of price (promotion, sales period) --> object
65. Longer page loading time (promotion, sales period) --> object
66. Limited mode of payment on most products (promotion, sales period) --> object
67. Longer delivery period --> object
68. Change in website/Application design --> object
69. Frequent disruption when moving from one page to another --> object
70. Website is as efficient as before --> object
71. Which of the Indian online retailer would you recommend to a friend? --> object

Summary

The cost of the product, the reliability of the E-commerce company and the return policies all play an equally important role in deciding the buying behaviour of online customers. The cost is an important factor as it was the basic criteria used by online retailers to attract customers. The reliability of the E-commerce company is also important, as it is even required in offline retail. It is important because customers are paying online, so they need to be sure of security of the online transaction. The return policies are important because in online retail customer does not get to feel the product. Thus, he wants to be sure that it will be possible to return the product if he does not like it in real. Whereas, the logistics factor, which included Cash on delivery option, One day delivery and the quality of packaging plays a secondary role in this process though these are Must-be-quality. This is so because these all does not interfere with the real product and people believe that this is the basic value that E-commerce websites provide.