

Customer Retention

Introduction

- Customer satisfaction has emerged as one of the most important factors that guarantee the success of online store; it has been posited as a key stimulant of purchase, repurchase intentions and customer loyalty. A comprehensive review of the literature, theories and models have been carried out to propose the models for customer activation and customer retention. Five major factors that contributed to the success of an e-commerce store have been identified as: service quality, system quality, information quality, trust and net benefit. The research furthermore investigated the factors that influence the online customers repeat purchase intention. The combination of both utilitarian value and hedonistic values are needed to affect the repeat purchase intention (loyalty) positively. The data is collected from the Indian online shoppers. Results indicate the e-retail success factors, which are very much critical for customer satisfaction.

Data Analysis

- After check dataset about empty value we find there is no empty value in dataset.

- There are lots of categorical column in dataset.
- We convert this categorical column in numeric using LabelEncoder technic.
- We check about data skewness but there is no more data skewness in available data.
- All the data are normally distributed.
- We perform some visualization method for check customer review like, security, privacy of data, loading data, payment mode, etc...

Amazon.in

- Easy to use
- Best visualization of site
- Wild variety of product
- Complete relevent description information
- Fast loading website
- Reliability
- More payment options
- Quick result
- Speedy order delivery
- Customer's data Privacy
- Data security
- Trust worthness
- Presence of online assistance through multi-channel
- Longer time logged in
- Longer time display Graphics

Flipkart.com

Compare Amazon.in flipkart.com has less features and less customers' review according to delivery of item, security, payment mode, graphics view, fast loading site etc.

Paytm.com and snepdeal.com:-

It provide less payment options, less reliable, less quickness, less privacy and security and many more review are not good compare to amazon and flipkart.

Click here for check python file.

[customer_retention.ipynb](#)

Conclusion

- After analysis per all the review we can say that Amazon and Flipkart both are best online shopping site for customer.
- But Amazon.in is best online shopping site for customer.