

Customer Retention.

Submitted by:

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The data was provided by the parent company and the required help was provided by my mentor.

**INTRODUCTION**

* Business Problem Framing
* We had to analyze the data for various factors that affect the costumer satisfaction.
* Conceptual Background of the Domain Problem
* The approach should be simple, costumer satisfaction is the only the issue we need to focus upon, we should use the different approaches to build a model to do the same.
* Review of Literature

In this data set, we were provided various columns with the feed backs and resources of an E-commerce website.

We had to study the data and build a model that is best for our goal i.e customer satisfaction.

* Motivation for the Problem Undertaken

The objective is simple, we had to keep it precise to the satisfaction of the customers.

**Analytical Problem Framing**

* Data Sources and their format

**The data is provided by the parent company in excel form..**

* Data Preprocessing Done
* After inputting the data, we had to study the data so we changed the column names into some easy names for better understanding of the data.
* State the set of assumptions (if any) related to the problem under consideration
* Certain assumptions were made related to the data set, every aspect of which was related to the behavior and satisfaction of the customer.
* Hardware and Software Requirements and Tools Used

Anaconda and Python were the software used to build a model,workplace helped me to read the norms and data

**Model/s Development and Evaluation**

* Identification of possible problem-solving approaches (methods)

In my honest opinion, there were approaches only related to the algorithm of the data to understand the relationship of the customer and the brand.

* Testing of Identified Approaches (Algorithms)

Listing down all the algorithms used for the training and testing.

* Run and Evaluate selected models

After the execution of various models, there are different models that have given the best output.

* Key Metrics for success in solving problem under consideration
* After changing the columns in the data set, encoding the data helped me understand the values and relation of the data.
* Visualizations

There are different types of plots which represent the data distribution.

* Interpretation of the Results

Final summary of the data after encoding the data shows the final accuracy of the model.

**CONCLUSION**

* Key Findings and Conclusions of the Study

Describe the key findings, inferences, observations from the whole problem.

* Learning Outcomes of the Study in respect of Data Science

List down your learnings obtained about the power of visualization, data cleaning and various algorithms used. You can describe which algorithm works best in which situation Certain challenges were to rename the columns, encode the data and use the column data for building a better model.

* Limitations of this work and Scope for Future Work

Certain limitations of this work could end if we would've provided the company details and their relations.

There is a lot of scope for this model.