Customer Retention Project

Submitted By

HariharaSudhan

INTRODUCTION

              In this article I have investigated the E-Retail factors that affect the consumers buying decision and their retention. I have analysed all the factors that affect the consumers buying decision. For this purpose we have used the survey of 269 online shoppers from different regions of the India. 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. These business are competing and developing day by day..Peoples are keen to shopping online which is easy and handy through smartphones. The higher the quantity of fulfilled shoppers, the more will be the number of maintenances.

              The Information and data we going to discuss about the ecoomerce shopping in different categories like utilarian and hedonic values,customer satisfaction and quality information delivery process.

STEPS DONE

- Loading Dataset
- Checking the size and shape of a dataset
- Checking null values
- Data Cleaning and Analysing
- Data visualization by using a bar graph and plotting techniques.
- Conclusion

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 sample of dataset.

Data was occupied from online shoppers; work has been focussed upon reading the customers mind of using an app and purchasing decisions.

Then using (.shape) 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.

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.

DATA PREPROCESSING

Checked for null values but I didn't find any so moved ahead in checking the normal information about the dataset and we did univariate and bivariate analysis of the dataset.
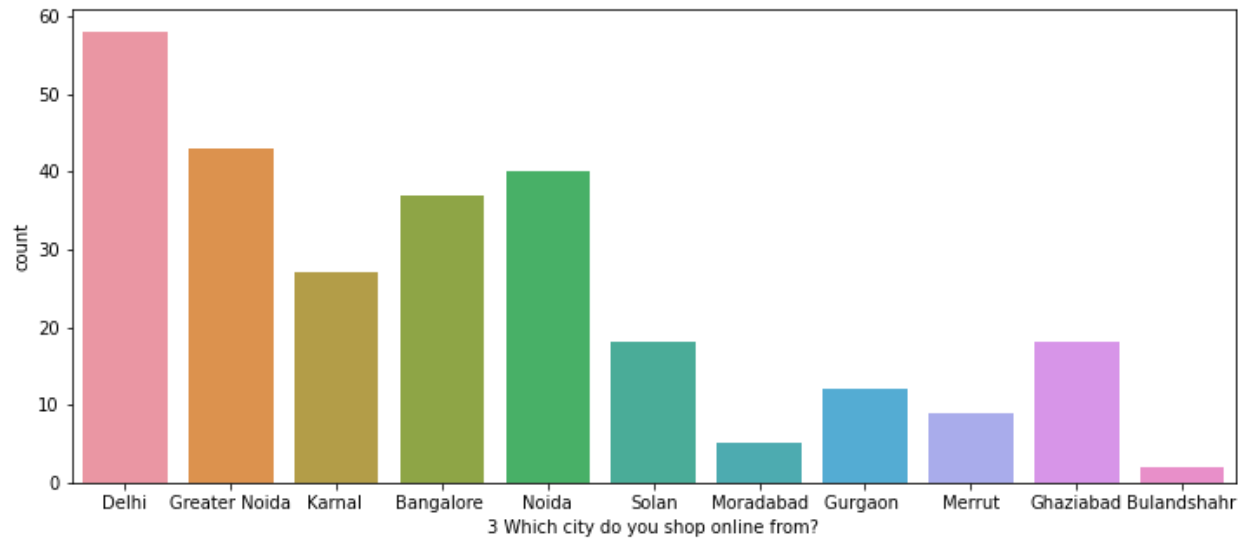
VISUALISATION
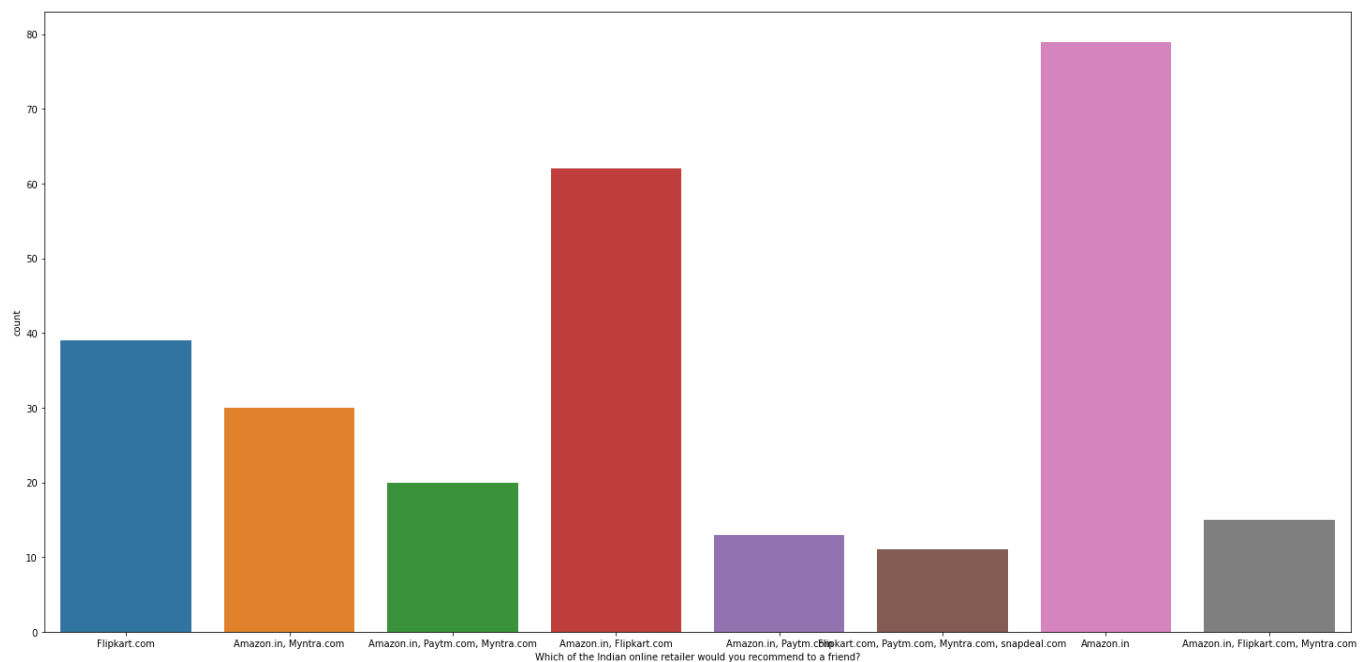
The numbers of customers who recommended online retailer Amazon were high as compared to others.

Flipkart, Myntra, Paytm, and Snapdeal have fewer customer recommendations.
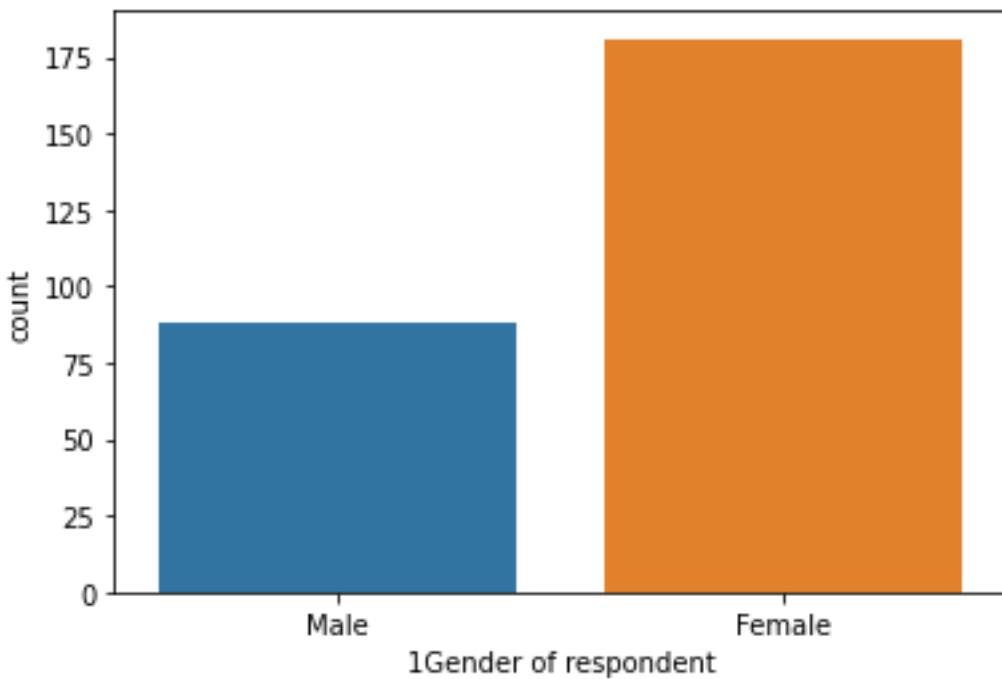

In the Gender,Female are more in online shopping when compare to male..Female are nearly 200,where as Male are in range (75-100).

In this image we can clearly seen that online respondents are more from Delhi when compare to others, and least as Bulandhshahr.
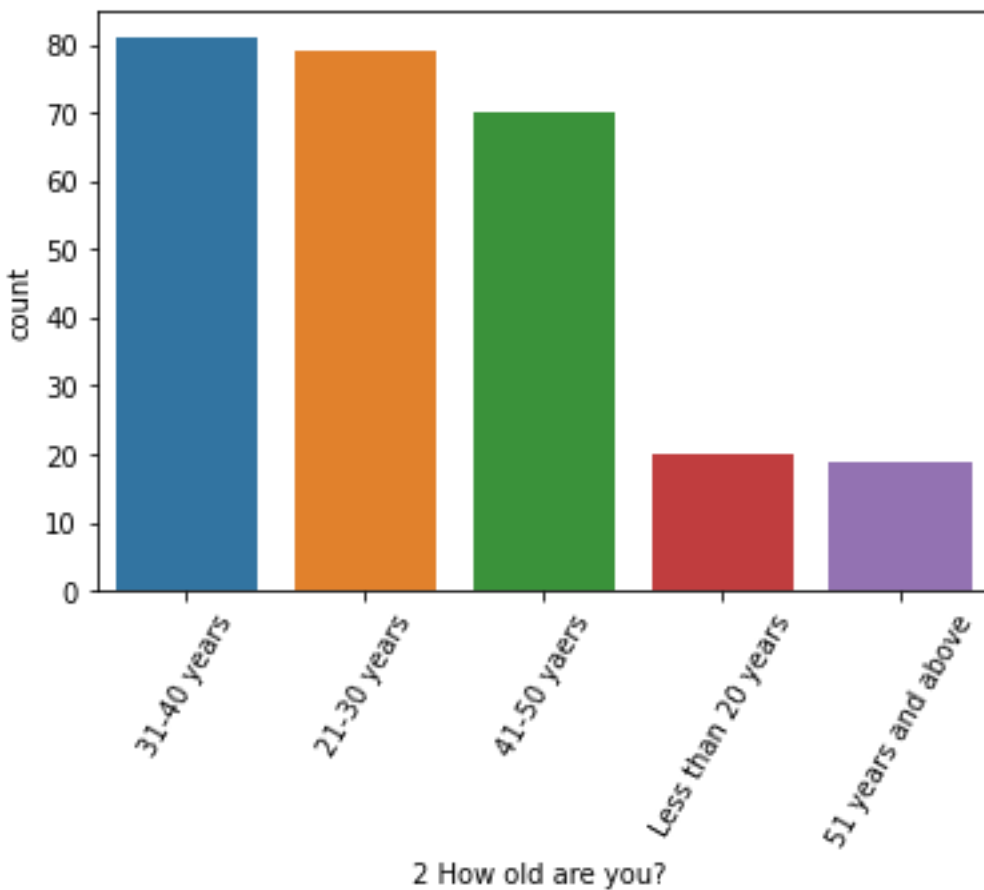
Most of the respondents age is between 21-50 years. So, we can say that most of the people's age who can do shopping from online store is between 21-50 years, while least number of people use e-commerce website whose age is below 21 years and above 50 years.
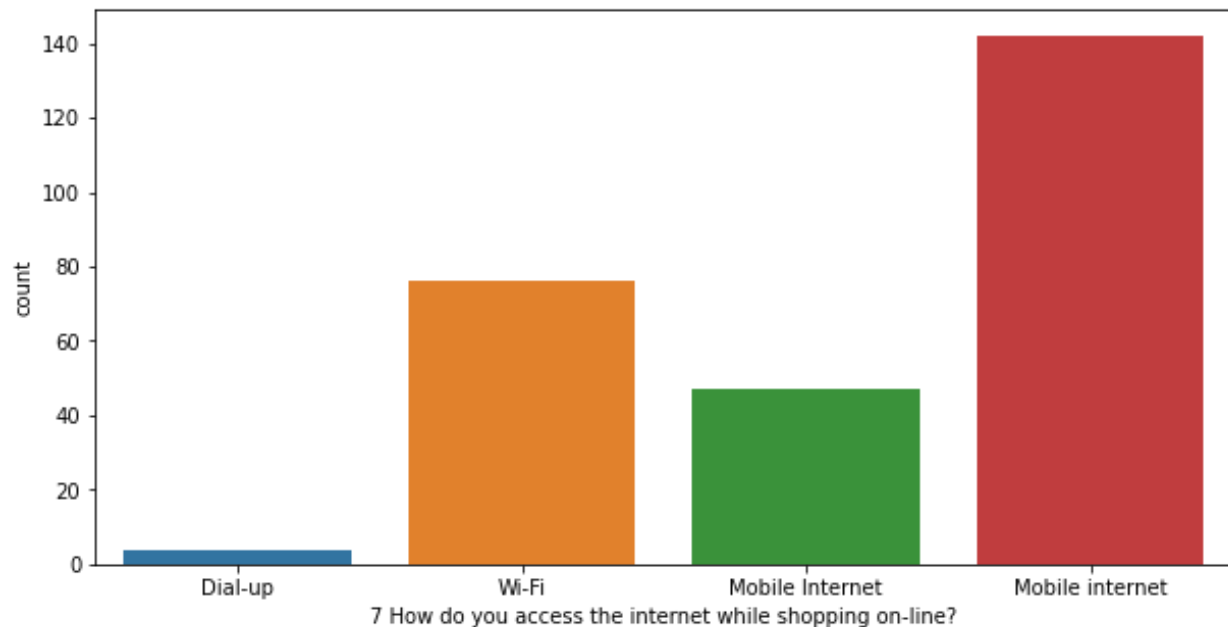
In the above fig we can see that most of the peoples using Mobile internet when compare to wifi and Dial up..
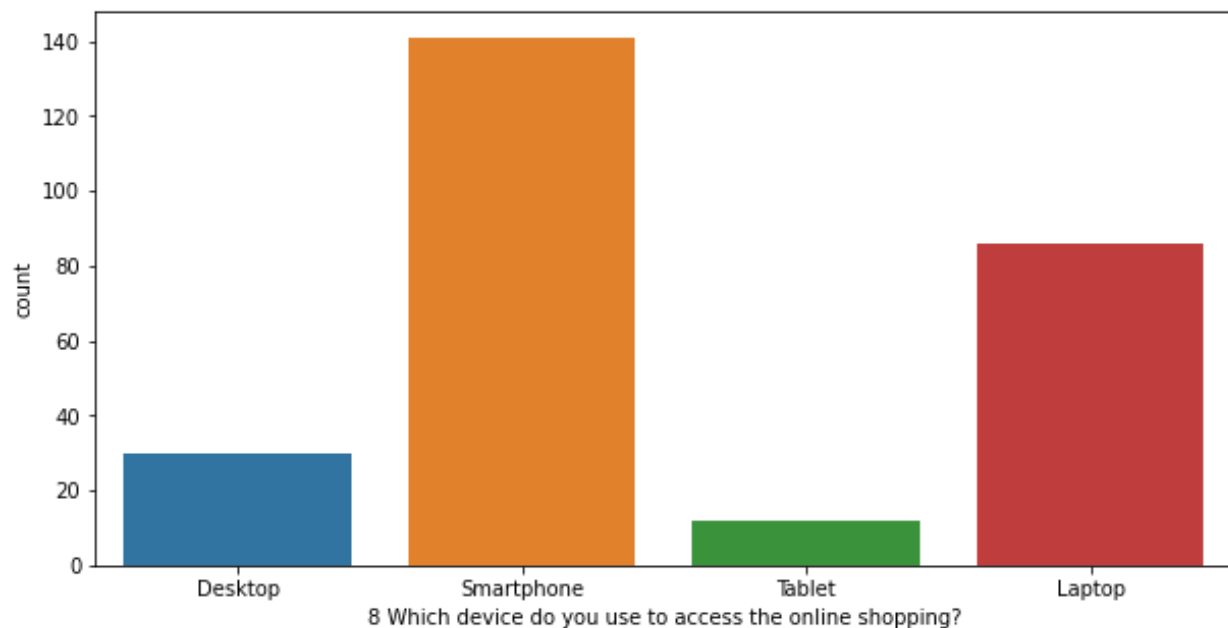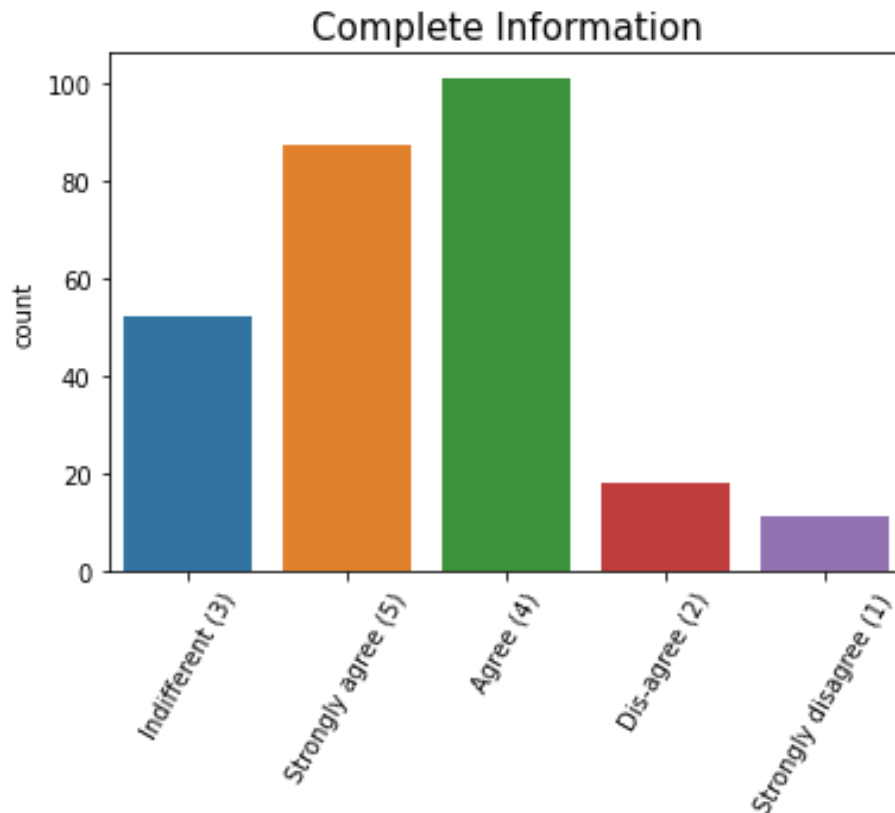
And here we can see that majority of peoples are using SmartPhone to access the imnternet for online shopping compare to laptop and Desktop.

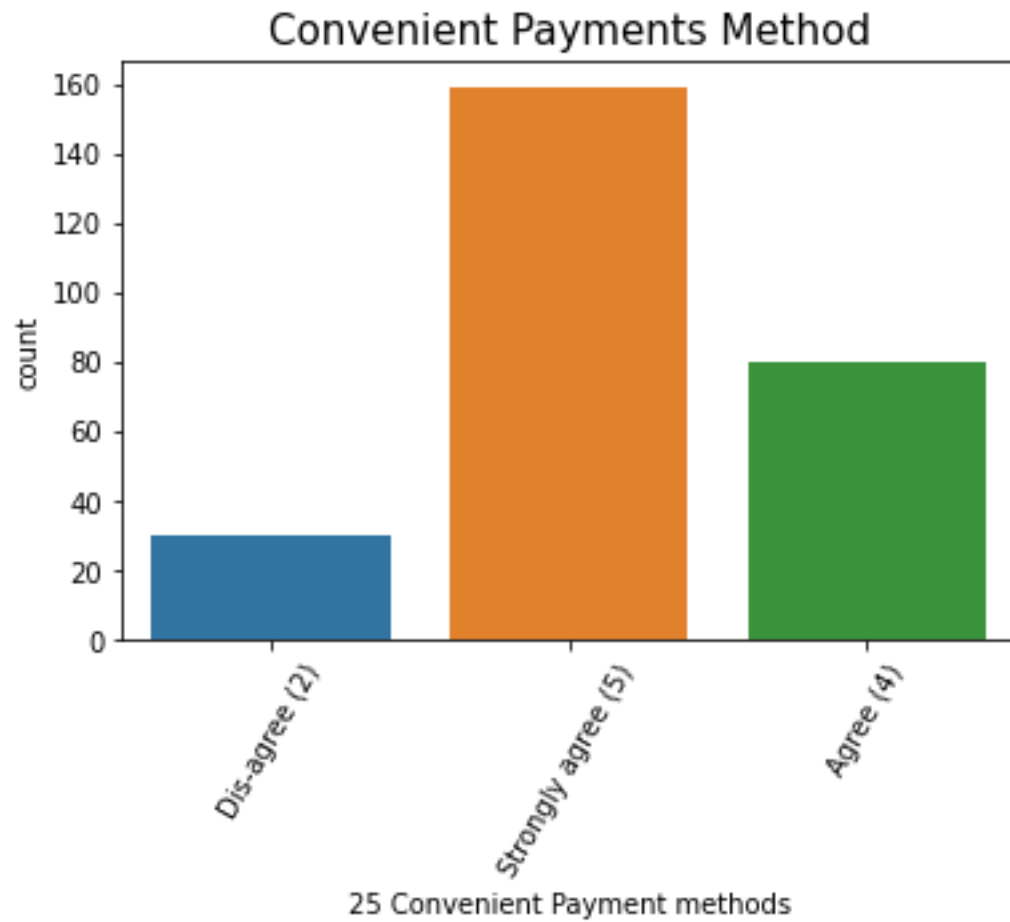Preferred Payment Option
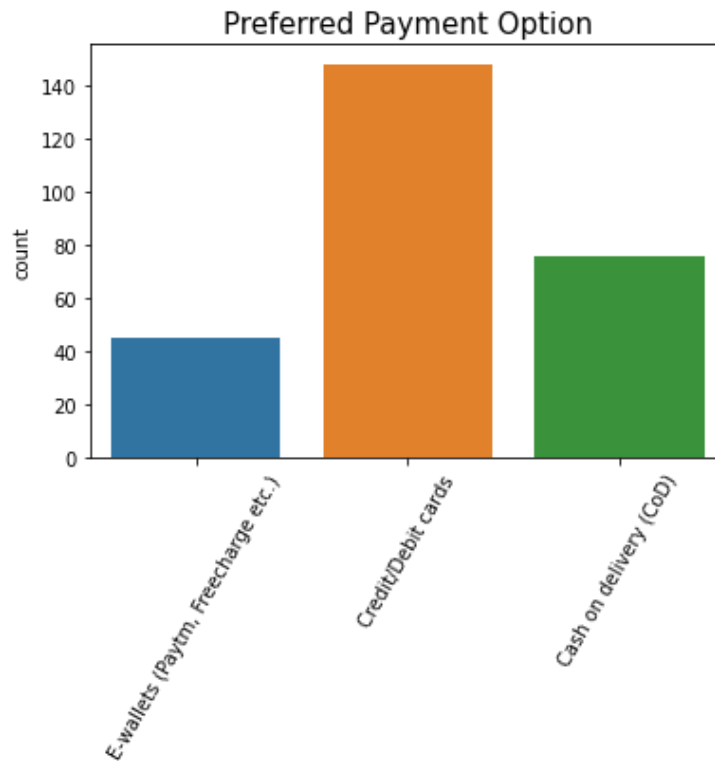
15 What is your preferred payment Option?

And here we can visibly seen that peoples using Credit/Debit card for online shopping when compare to Wallets and cash on delivery..

Complete Information

20 Complete information on listed seller and product being offered is important for purchase decision.

And here count of 100 are Agree that product information is completely provided in ecommerce online shopping,more than 80 are strongly agree while very few disagree (10-20).

Convenient Payments Method

(count vs. 25 Convenient Payment methods)

- Dis-agree (2): ~30
- Strongly agree (5): ~160
- Agree (4): ~80

Count of nearly 160 have strongly agree that online payment is more convenient where 30 are disagree it is not.

Benefits and Discounts

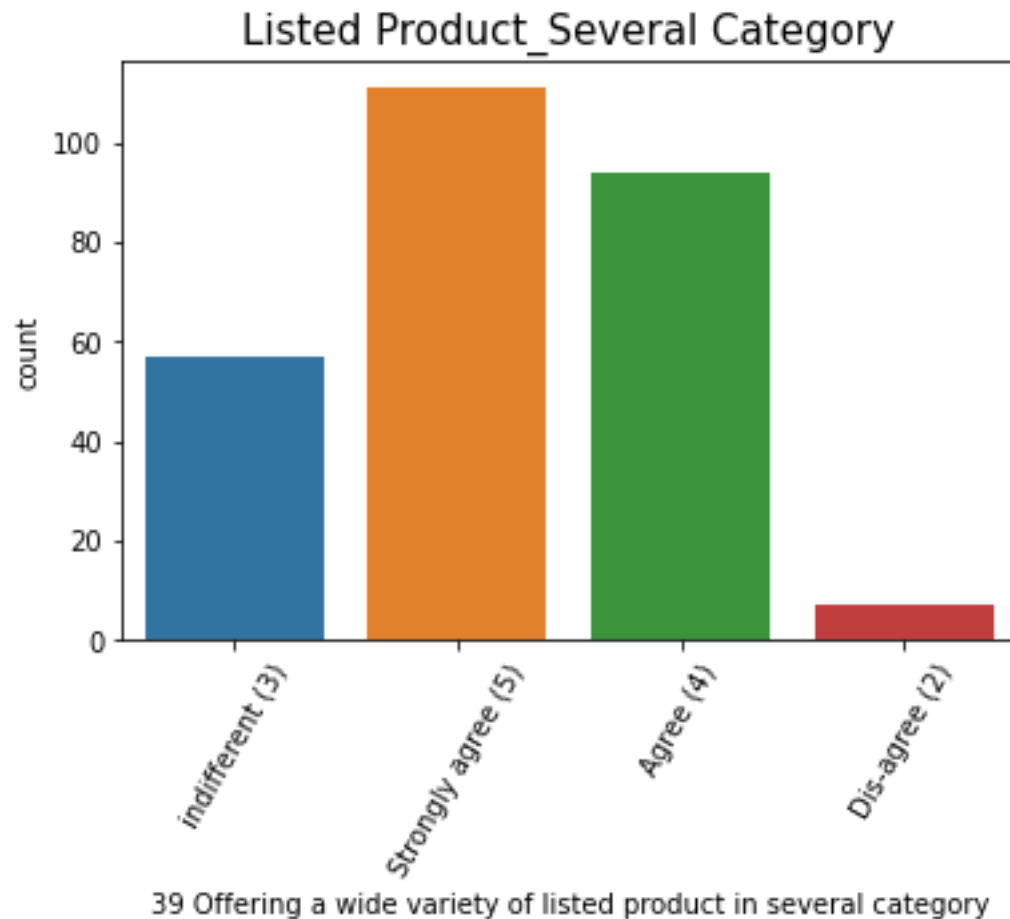30 Online shopping gives monetary benefit and discounts

More than 100 are strongly agree that there are more benefits and discounts provided by online shopping apps, while 10 are disagree it is not.

Return and Replacement
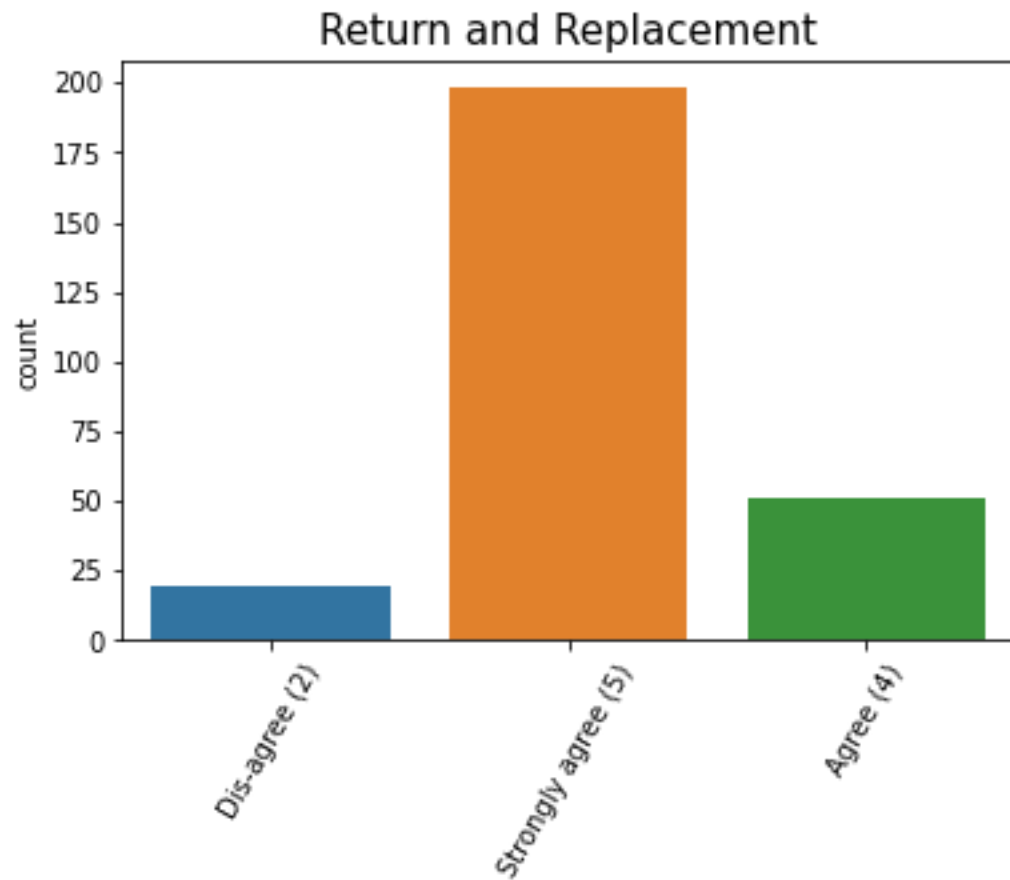
33 Return and replacement policy of the e-tailer is important for purchase decision

Here comes the main factor that return and replacement policy takes the main impact for peoples to go for online shopping, that we can visibly seen in above image count of nearly 200 are strongly agree compare to agre and disagree.

Listed Product_Several Category

39 Offering a wide variety of listed product in several category

In the above image we can visibly seen that variety of listed product in several category were strongly agree while disagree is in range of (0-10).

Quickness to complete purchase
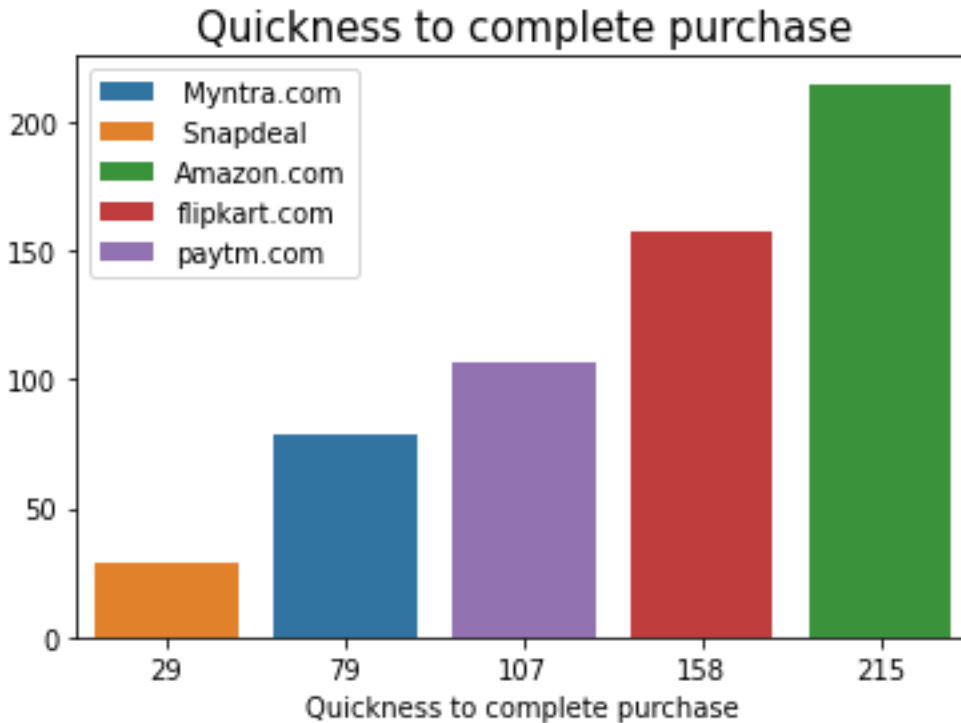
Above graph is plotted for respondents have shopped from the online retailers are 269 respondents prefer using amazon website for shopping whereas 146 respondents use Myntra website for shopping which is the least.
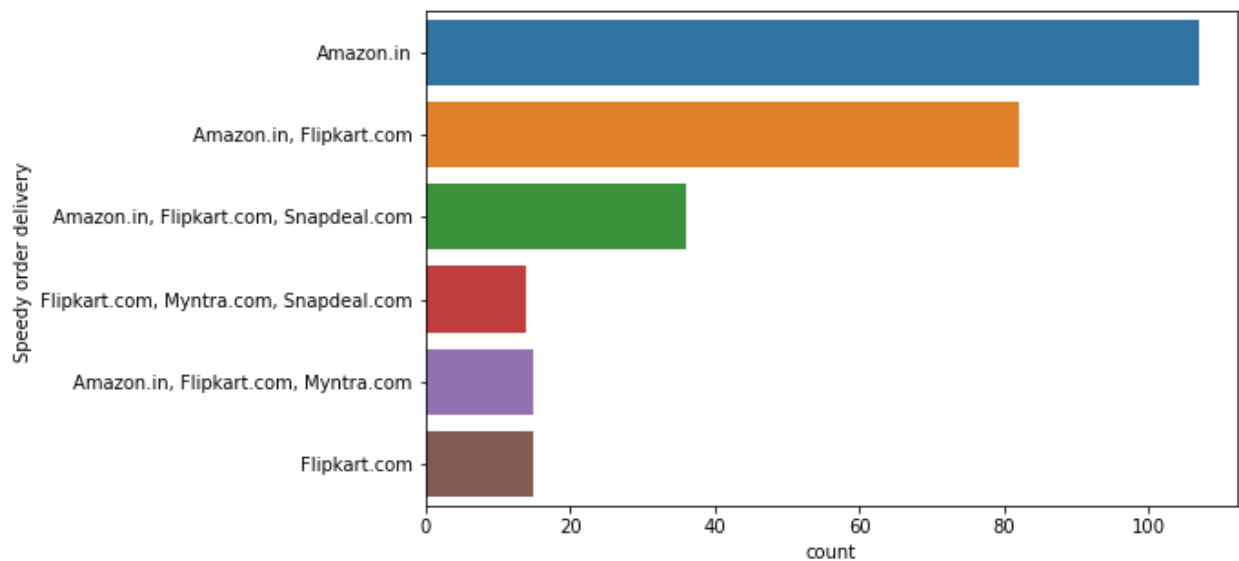
Above graph is plotted for the websites which are easy to use in which we can see that, majority of the respondents think that all the websites are easy to use for shopping (Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com) than the others.

products information

Complete, relevant description information of products
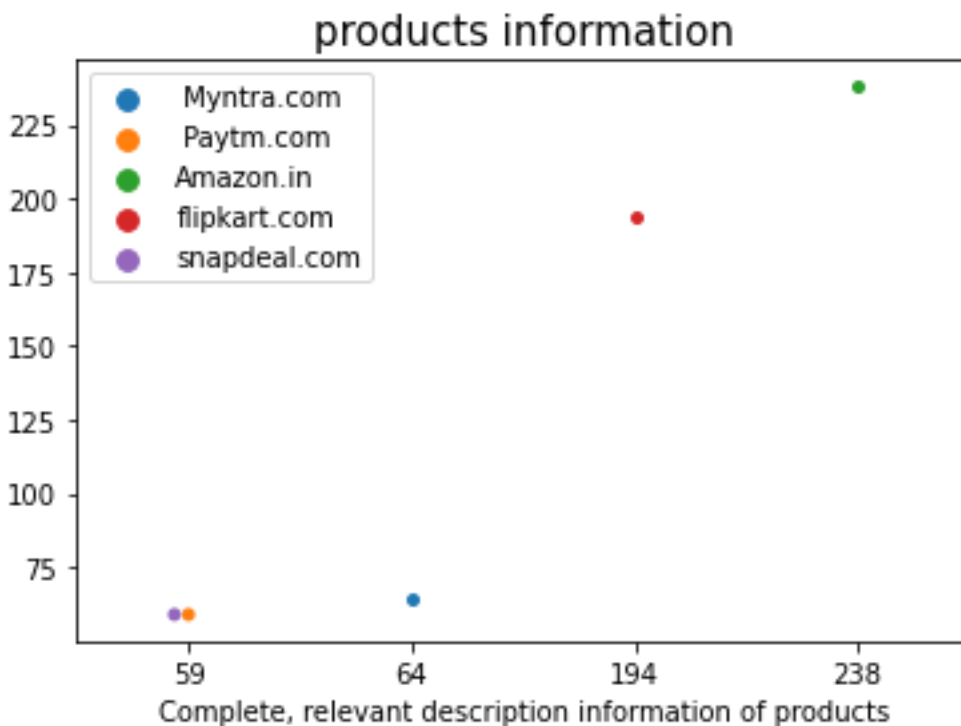
Above graph is plotted for the website which gives a complete information of the product, in which we can see that 238 respondents says that amazon gives the complete relevant description information of products, whereas 59 respondents feel that Snapdeal and Paytm gives the complete relevant description of products which is the least of all.

Security of financial information
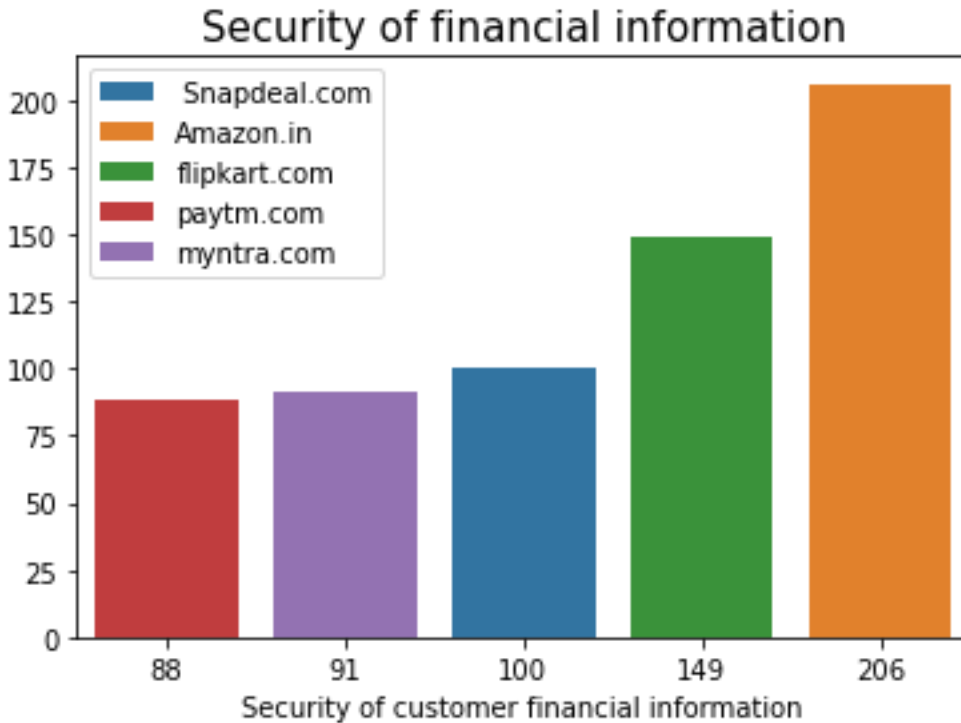
Above graph is plotted for the security of the customers financial information in the individual online retailers and it can be seen that, 206 respondents believe that amazon.in has the security of customer financial information whereas 88 respondents believe that Paytm has the security of financial information which is the least.

Disruption in website
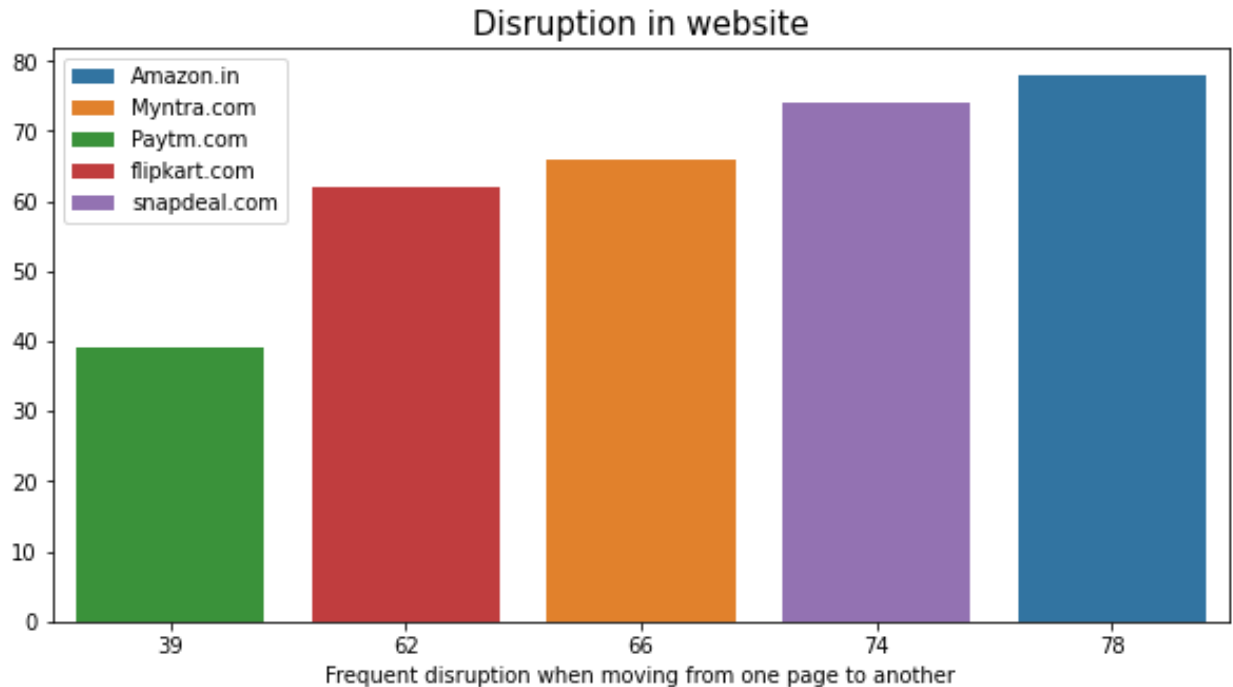
Above graph is plotted for the frequent disruption when moving from one page to another and it can be seen that 78 respondents says that amazon has frequent disruption when moving from one page to another,74 respondents says that Snapdeal has frequent disruption when moving from one page to another,66 respondents says that Myntra has frequent disruption when moving from one page to another,39 respondents says that Paytm has frequent disruption when moving from one page to another which is the least.
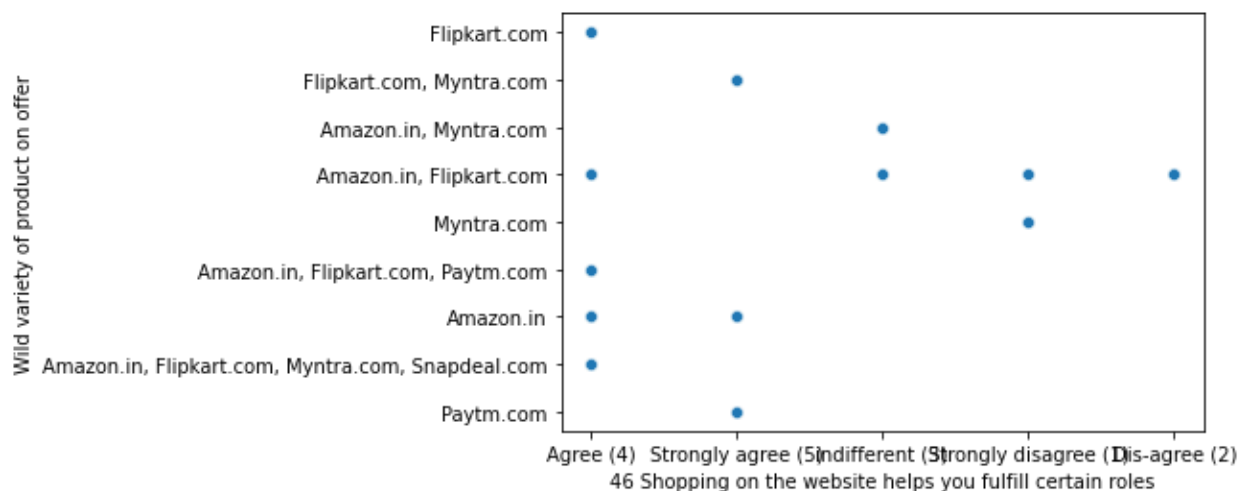
From the above fig we can see that Hedonic on utilarian value are highly corelated to each other.
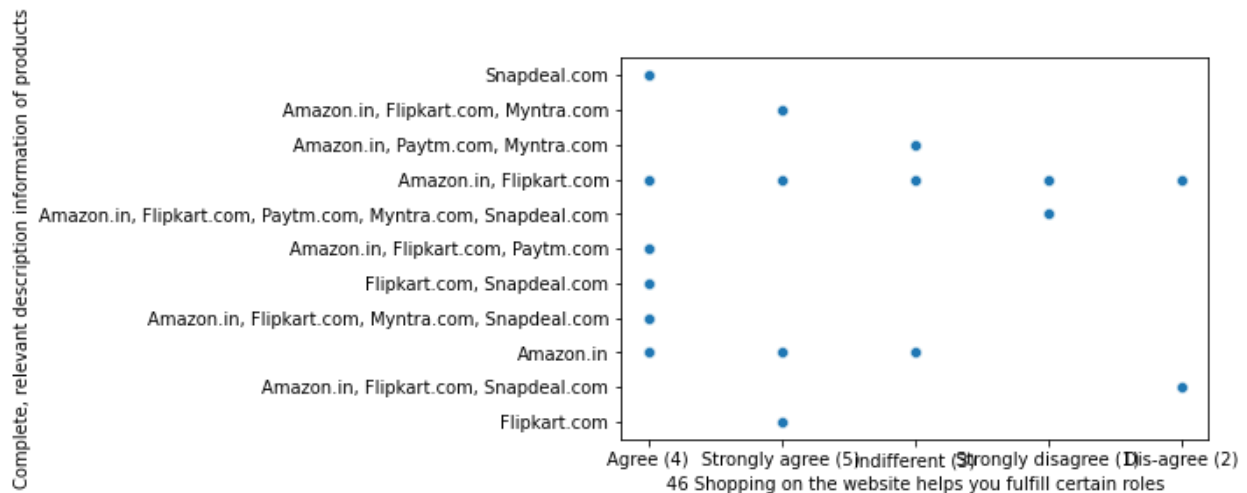
From the abv pic we can see that,(Hedonic value) and Complete, relevant description information of products (Utilitarian value) are positively correlated to each other.
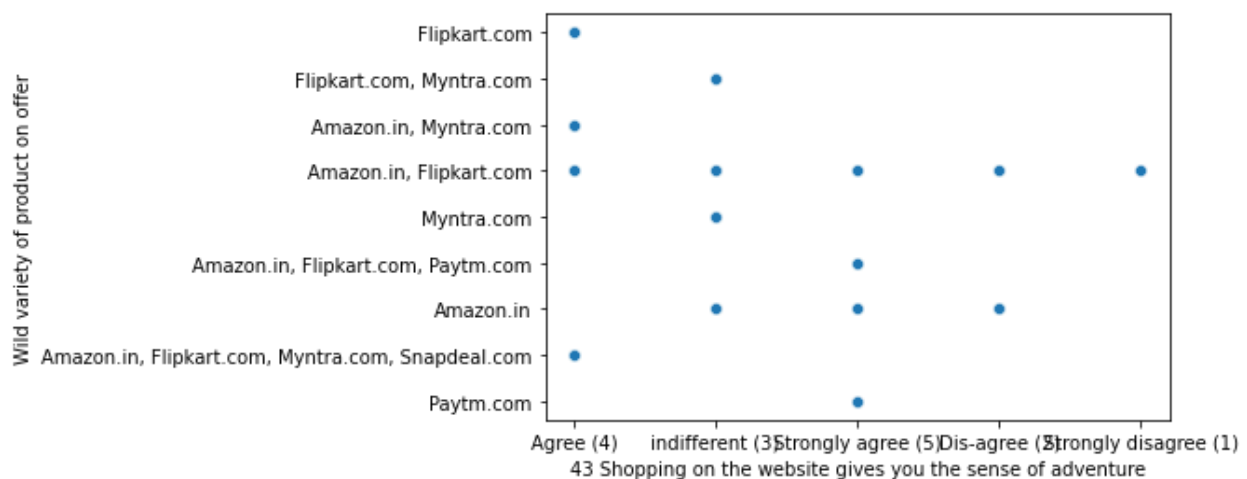
From the above fig we can see that,(Hedonic value) and Wild variety of product on offer (Utilitarian value) are positively correlated to each other.

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. 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.

On the other hand, to speak to the gluttonous upsides of the customer, the e-store should consolidate components that would offer worth to the joy looking for conduct of clients; for instance: experience, satisfaction, job shopping and so forth.