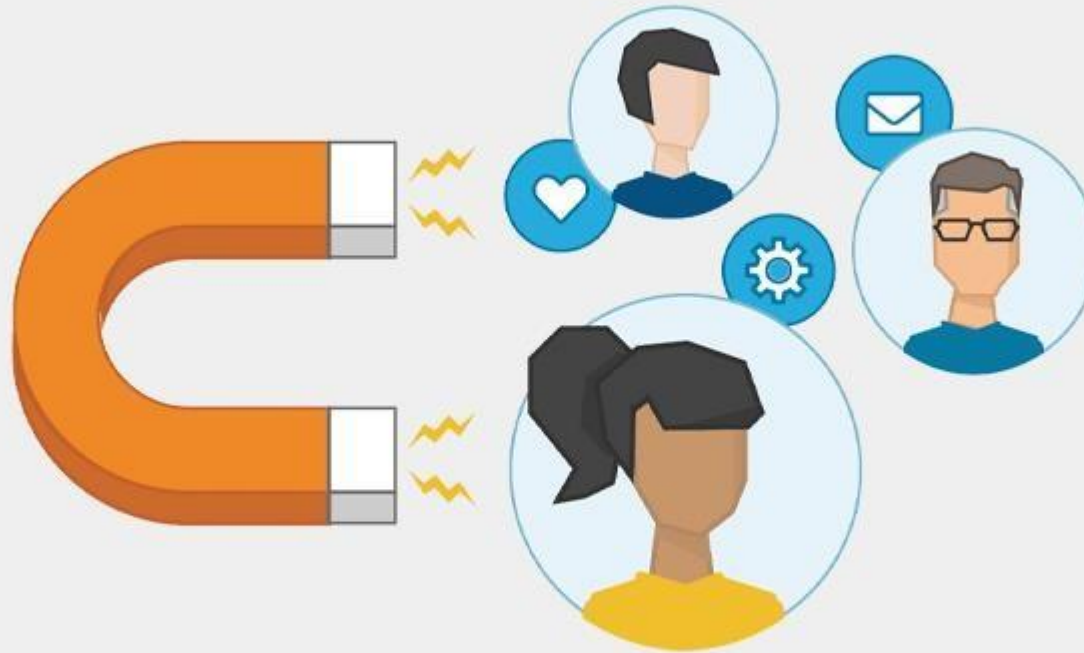


Customer Retention analysis



By:

Prankul jain

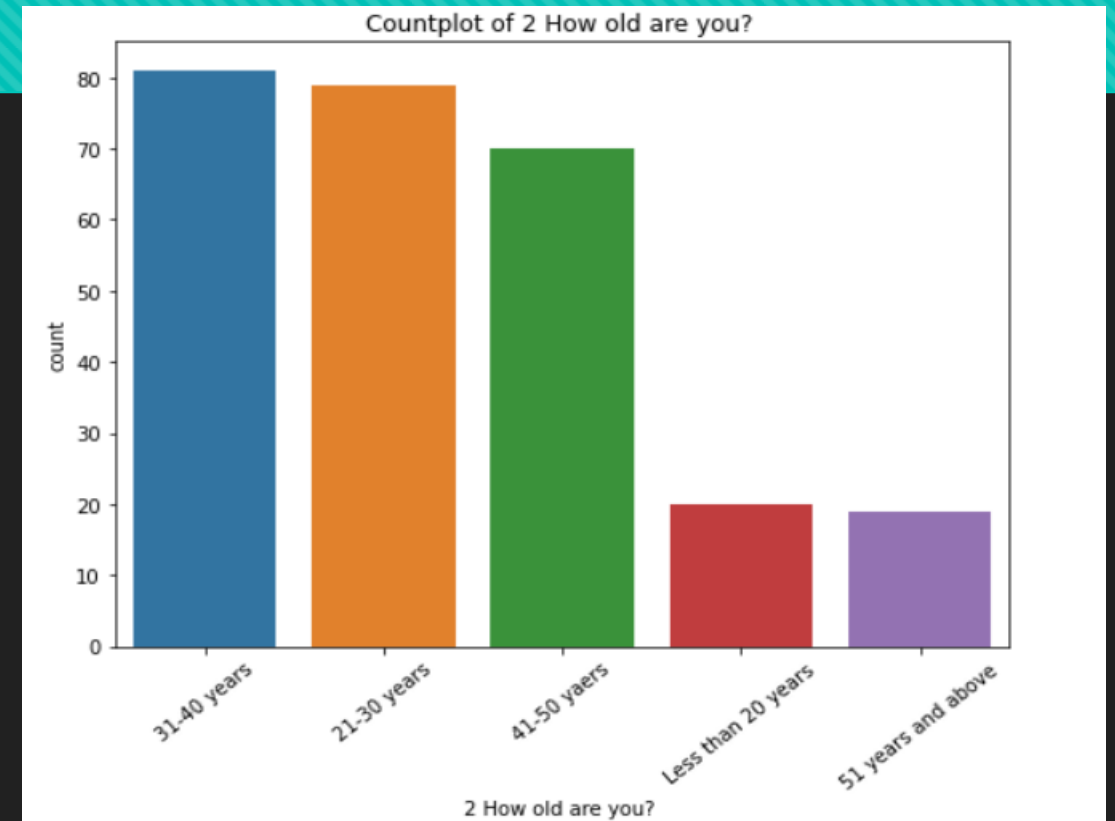
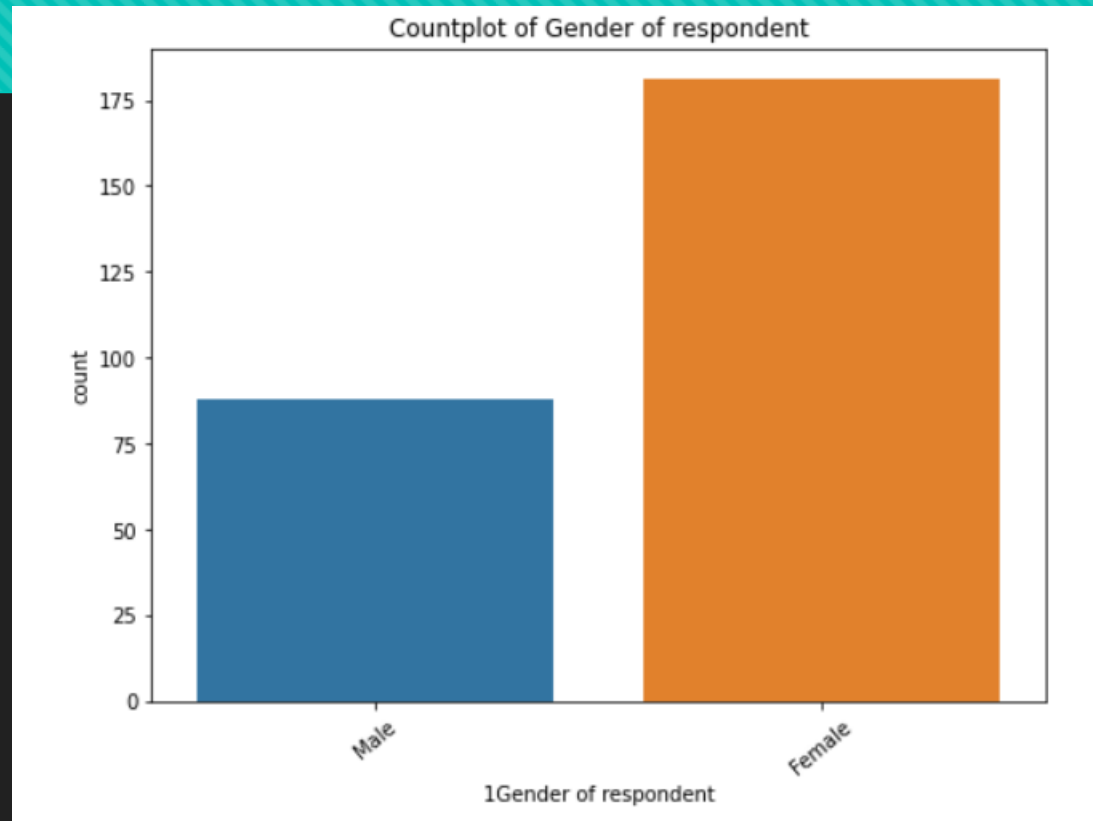
PROBLEM STATEMENT:

- 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.

WHAT IS CUSTOMER RETENTION

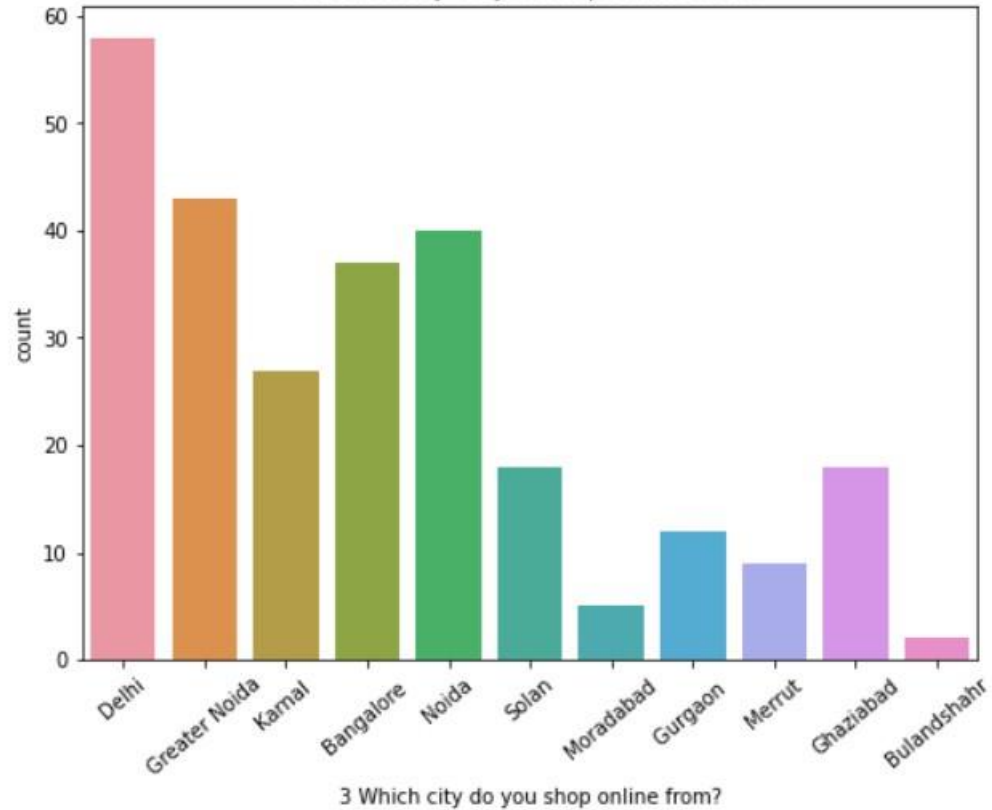
Customer retention refers to the ability of a company or product to retain its customers over some specified period

VISUALIZATION

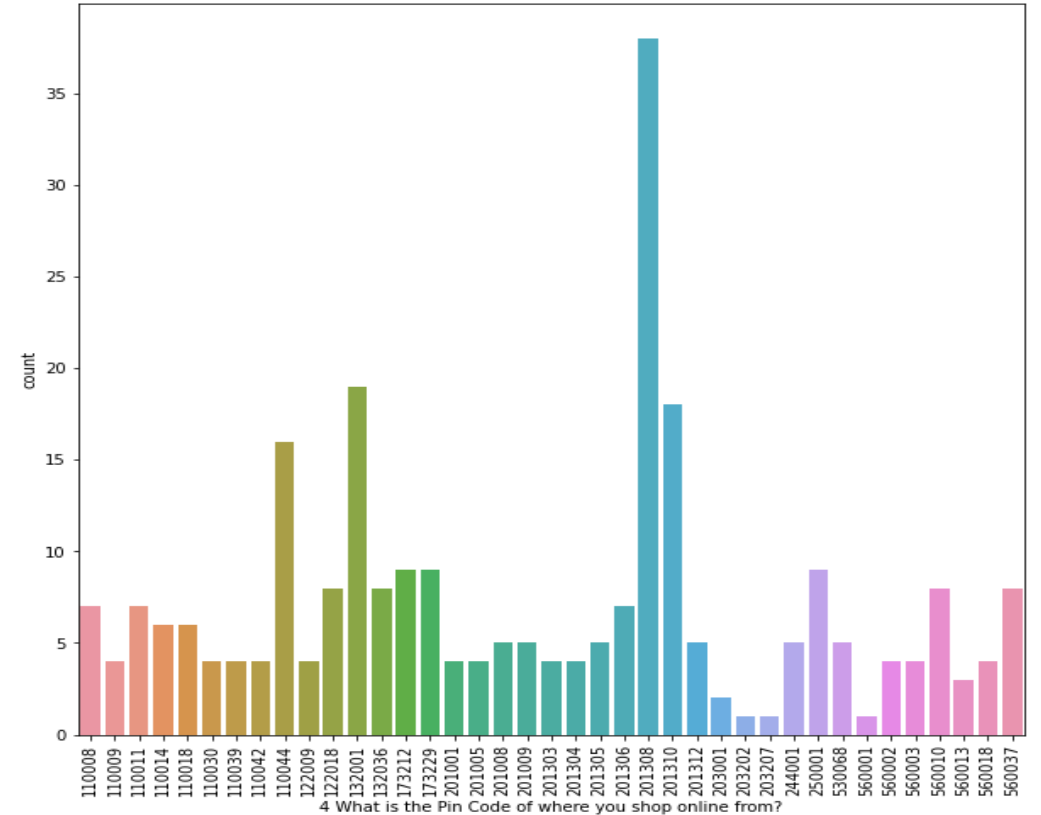


VISUALIZATION

3 Which city do you shop online from?

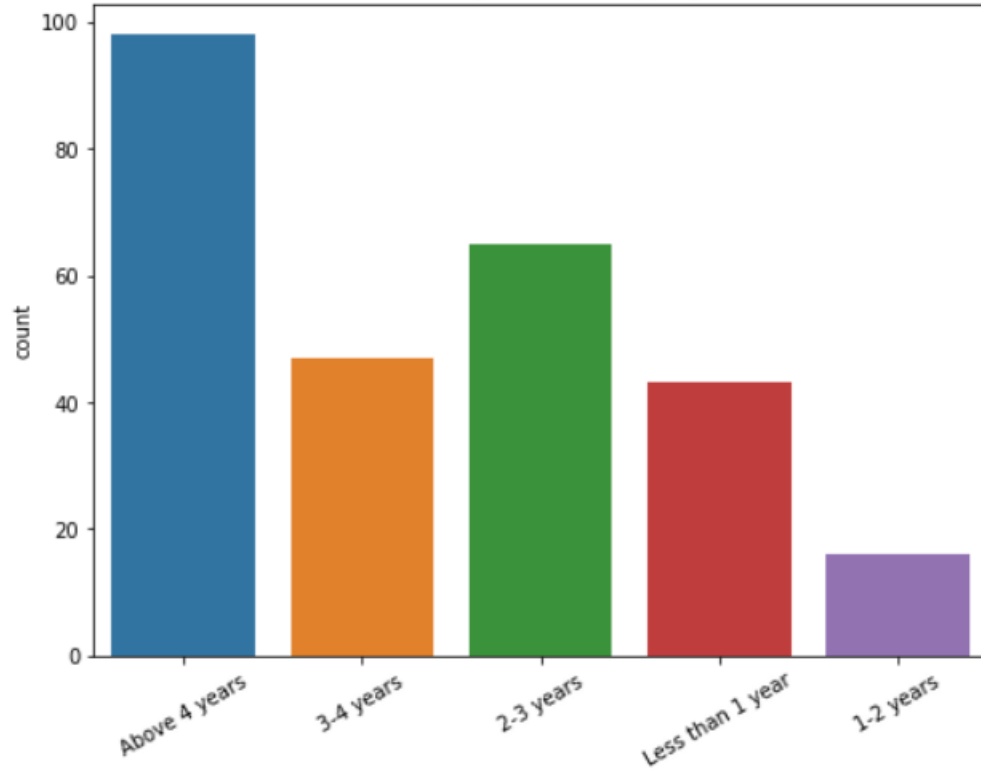


4 What is the Pin Code of where you shop online from?

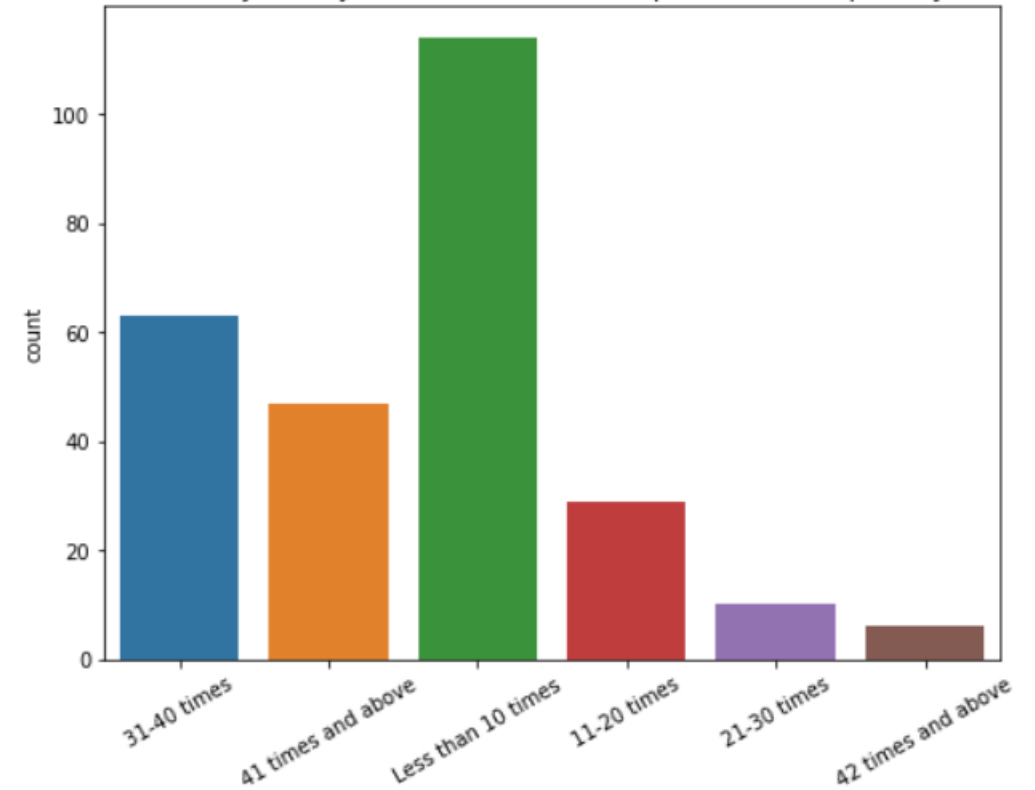


VISUALIZATION

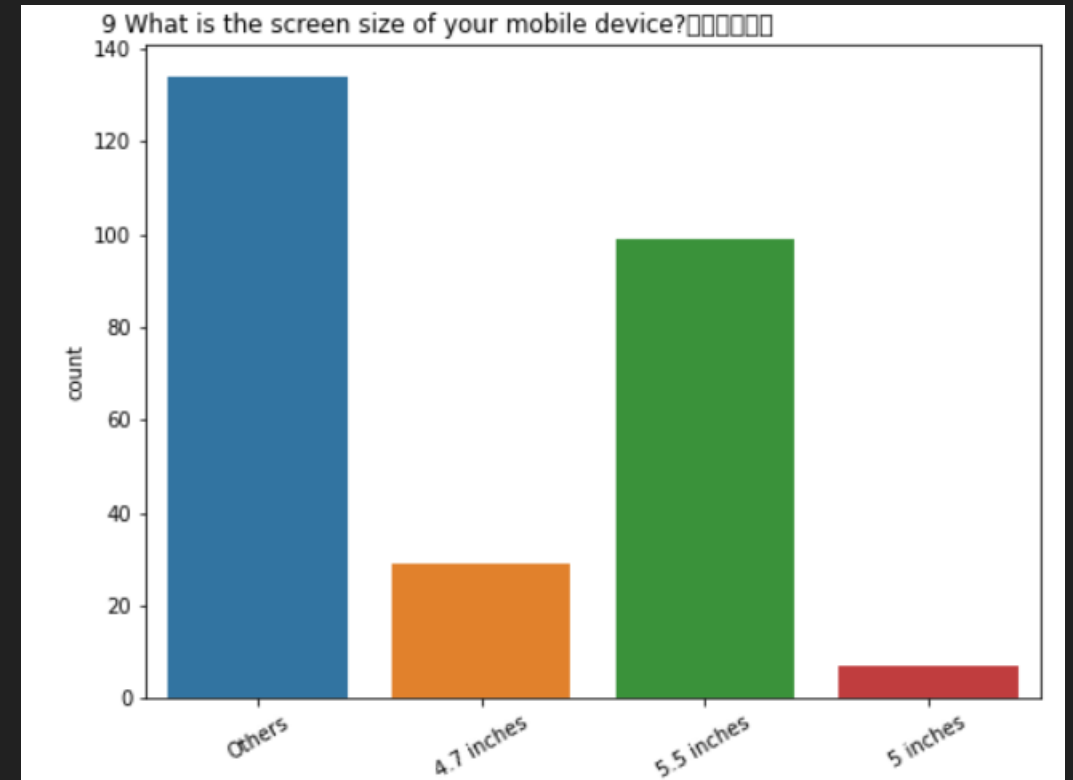
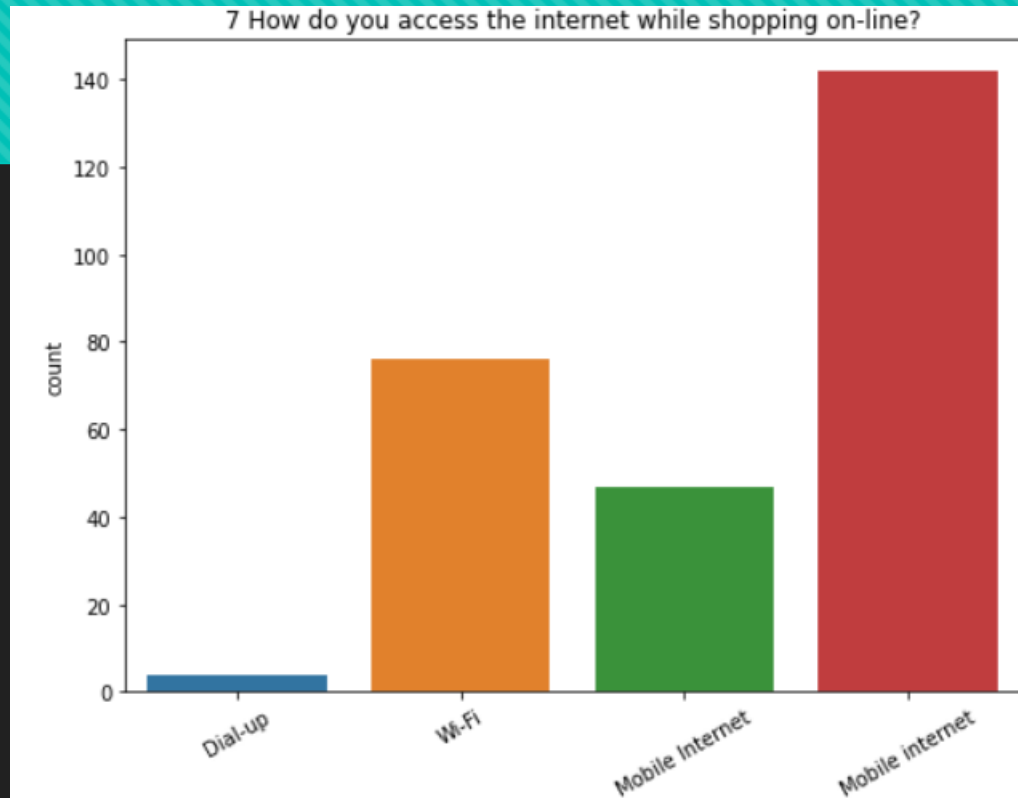
5 Since How Long You are Shopping Online ?



6 How many times you have made an online purchase in the past 1 year?

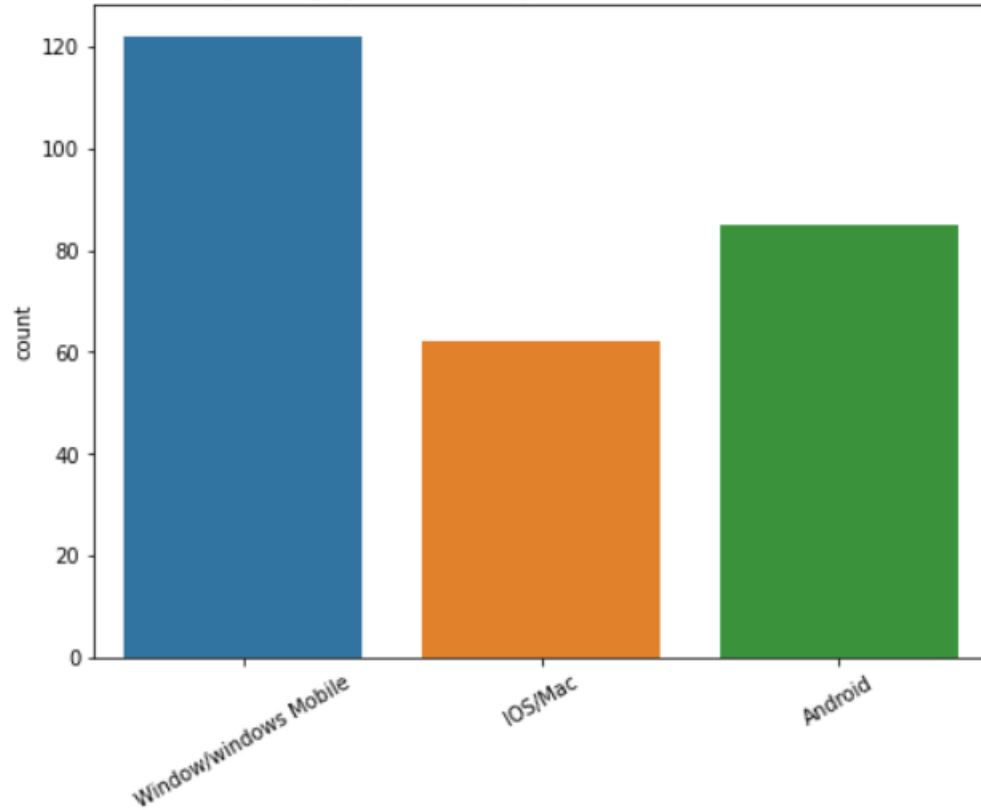


VISUALIZATION

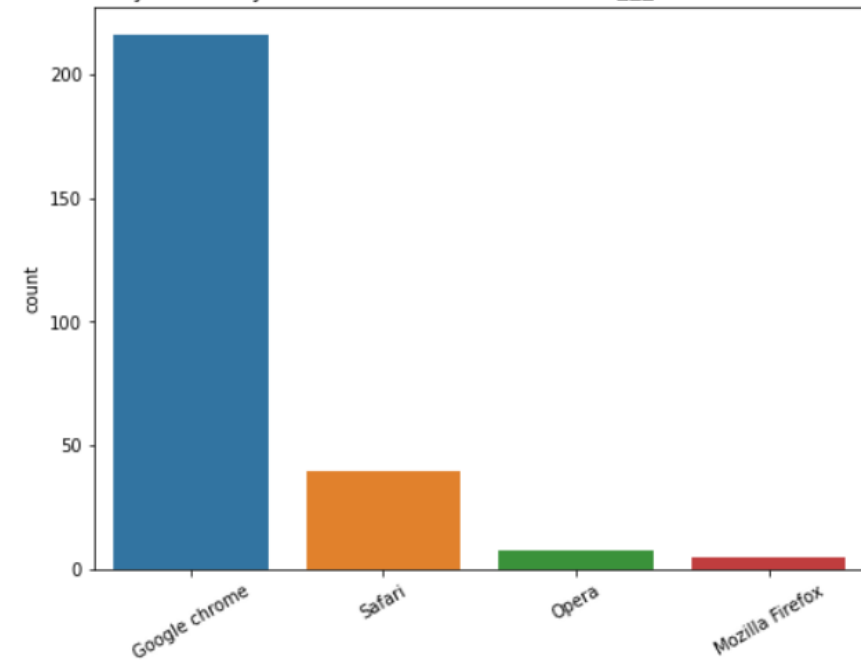


VISUALIZATION

10 What is the operating system (OS) of your device?□□□□



11 What browser do you run on your device to access the website?□□□



VISUALIZATION

Observation:

- *Majority, 181 of the customers are Female whereas Male are 88.*
- *Majority, 81 of the customers are from age group 31-40 years.*
- *Majority, 58 of the customers placed the order from Delhi city*
- *Majority, 38 of the customers placed an order from the pincode 201308.*

VISUALIZATION

○ Observation:

- *Majority, 98 customers are shopping since above 4 years.*
- *Majority 114 of the customers have made less than 10 times online purchase in the past 1 year.*
- *Majority, 189 customers use Mobile internet while shopping online.*
- *Majority, 134 customers have other screen size of mobile.*
- *Majority, 122 customers' device operating system is Window/windows mobile*
- *Majority, 216 customers use Google chrome browser to access the website.*