

Customer Retention Case Study Report



Prepared by

KISHAN SAPARIYA

Data Science Intern at Flip Robo Technologies

BATCH 34



SME Name:

Khushboo Gurg

Acknowledge

Thank you for giving me the opportunity to work with a real-time dataset. It was a great learning experience for me, as it allowed me to apply the concepts and techniques that I have learned in a practical setting. Working with a real-time dataset also gave me the chance to see the results of my work in action, which was very rewarding. I am grateful for the opportunity to be able to contribute to this project, and I hope to have the chance to work with real-time data again in the future.

Working on this project has been a great learning opportunity and I am grateful for the chance to be a part of it. I am confident that this experience will be beneficial to my professional growth and development.

Thank you again for the opportunity. I am looking forward to future opportunities to work with your company.

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 or 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.

E-retail factors for customer activation and retention:

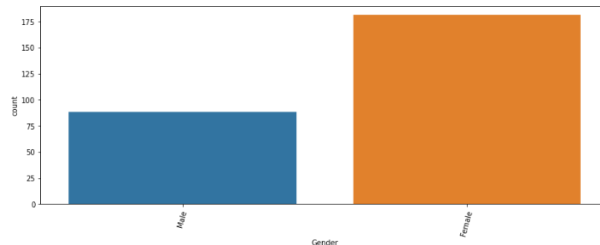
A case study from Indian e-commerce customers.

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.

As we discuss our dataset is all about Indian e-commerce customers. So, discuss with dataset and analyse it first we should understand about columns. In this dataset, dataset size is small only 269 rows but there are 71 columns. So, we have to consider all the column relation with each other. So, let's start with our first column.

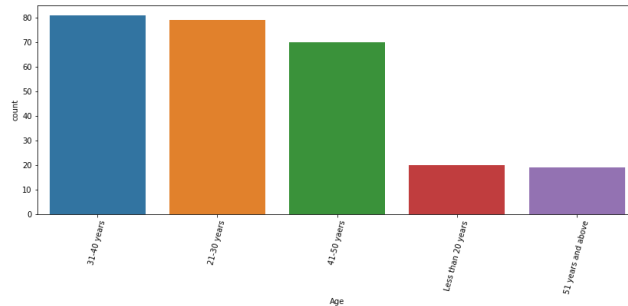
1. Gender

- It is containing Gender of person so as we know it has two unique values. ['Male', 'Female'].
- Also, when observe the data we observe that majority of person are female around 67%
- Take a look of it.



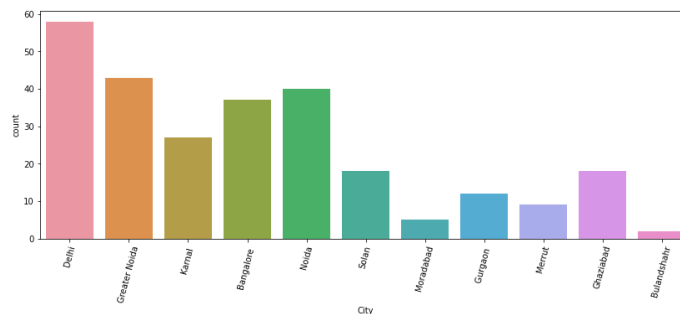
2. Age

- It contains the age of person it has 5 unique values. ['31-40 years', '21-30 years', '41-50 years', 'Less than 20 years', '51 years and above']
- Also, when observe the data we observe that majority of person's age is '31-40 years' '21-30 years' around 30 and 29% respectively.
- Take a look of it.



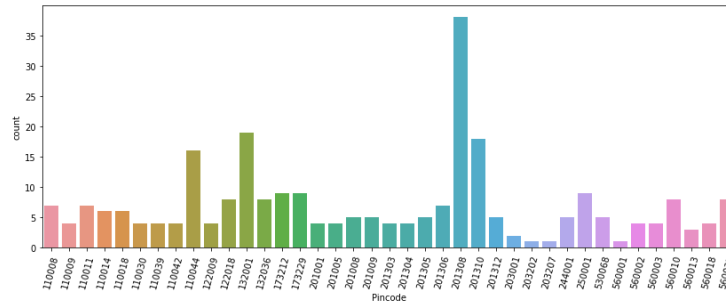
3. City

- It contains person data which city has more buy from online.
- Above my observation we observe that Delhi has more online buyers and Bulandshahr has low buyers.
- Take a look of it.



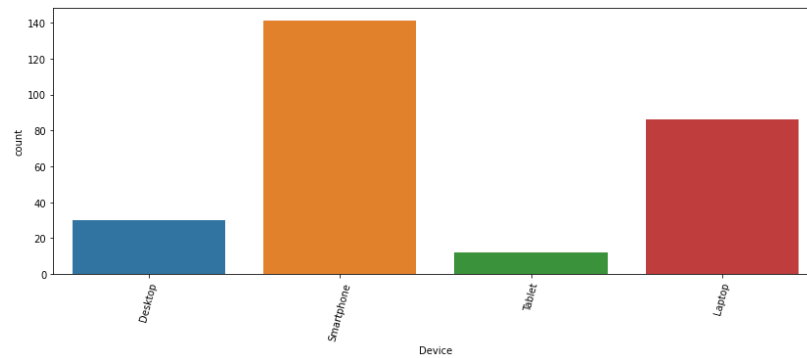
4. Pin code

- It contains area pin code.
- By use of pin code, we observe that 201308 code has more buyers.
- Take a look of it.



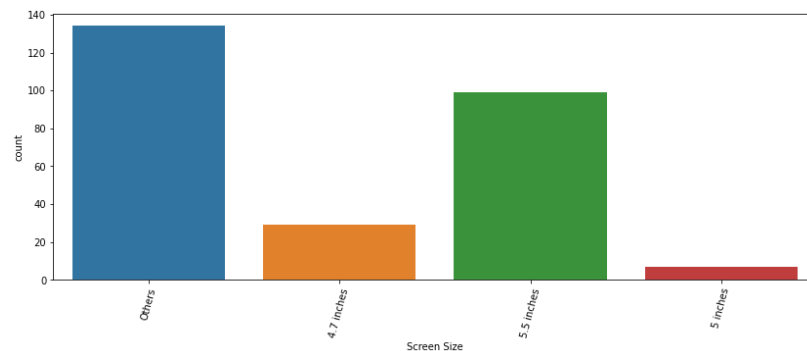
8. Device

- It shows that which device is used by customer for buy online.
- By observe data we can say that most of persons used mobiles/smart phones.
- Take a look of it.



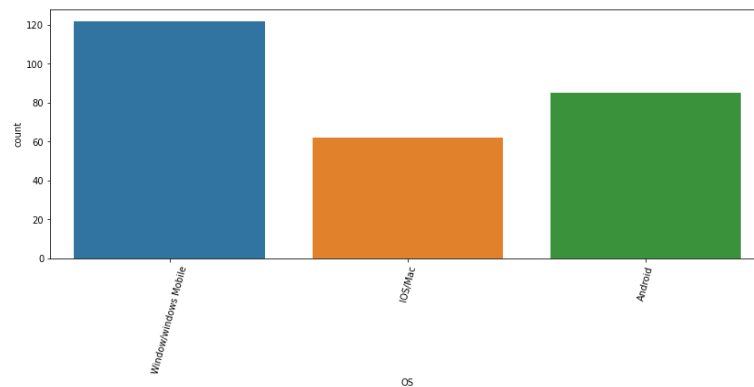
9. Screen Size

- It shows that which size of screen is used by customer for buy online.
- By observe we cannot say anything because, it shows others.
- Take a look of it.



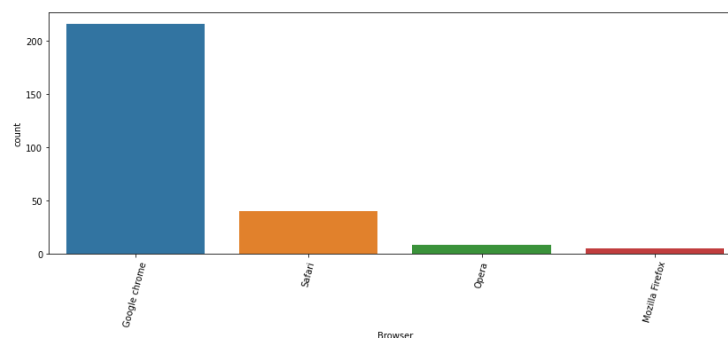
10. OS

- It shows that which OS is used by customer.
- By observing data, we can say that most of person use Windows/Windows mobile and Android (APP).
- Take a look of it.



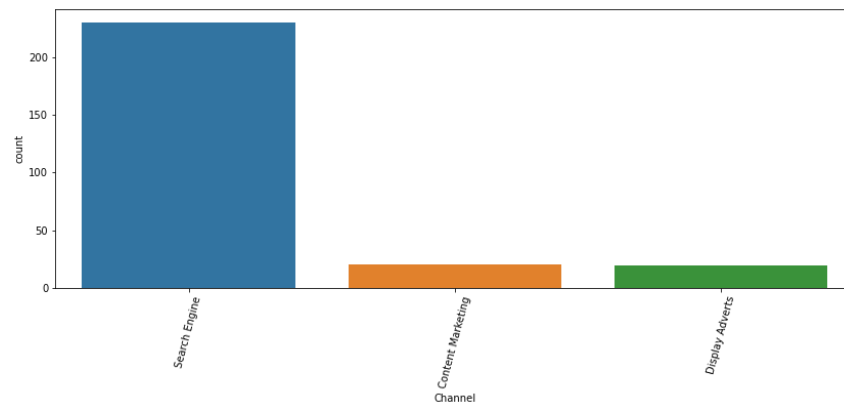
11. Browser

- It shows that which Browser is used by customer for buy online.
- By observing data, we can say that most of person use CHROME.
- Take a look of it.



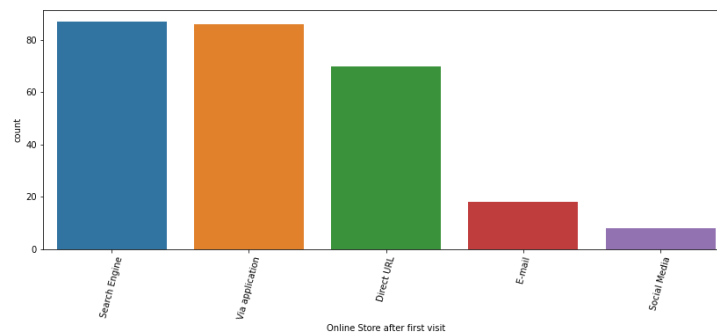
12. Channel

- It shows that which channel is used by customer for buy online.
- By observing data, we can say that most of person use Search Engine.
- Take a look of it.



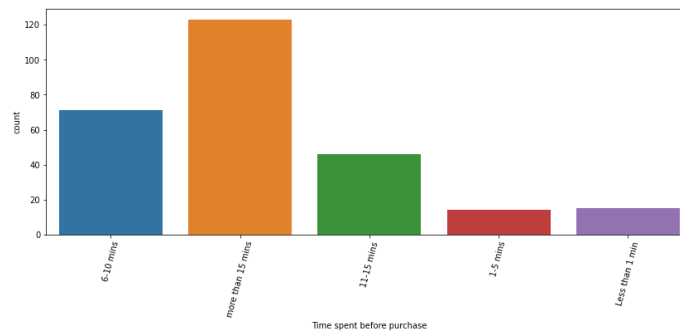
13. Online Store after first visit

- It shows that which medium is used by customer after first visit.
- By observing data, we can say that most of person use app and Search Engine.
- Take a look of it.



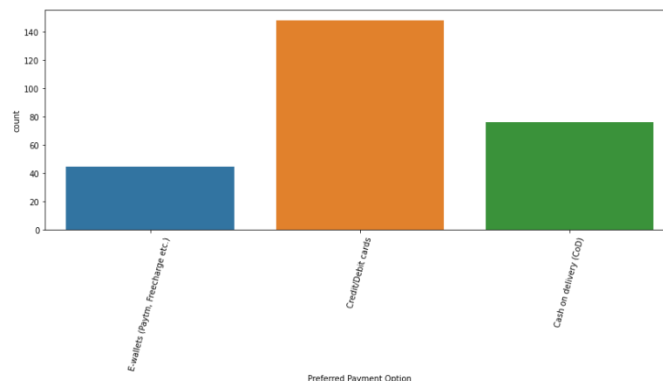
14. Time spent before purchase

- It shows that how much time is taken buy customer for purchase.
- By observing we can say that most of person take more than 15 minute.
- Take a look of it



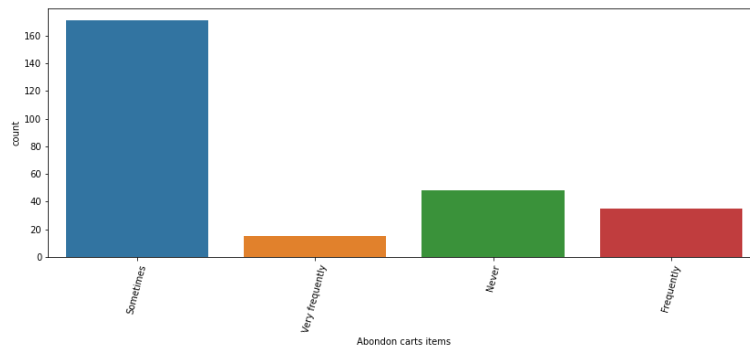
15. Preferred Payment Option

- It shows that which payment method is used by customer.
- By observing data we can say that most of person use Credit card.
- Take a look of it.



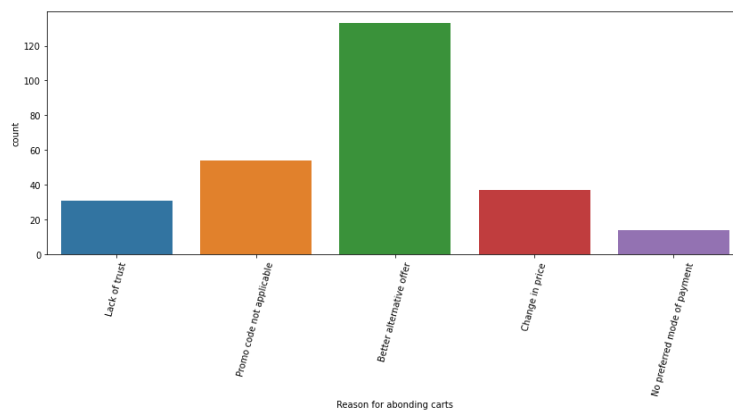
16. Abandon carts items

- It show data of person discard cart or not.
- By observing data, we can say that most of person discard their Items sometimes in cart around 63%
- Take a look of it.



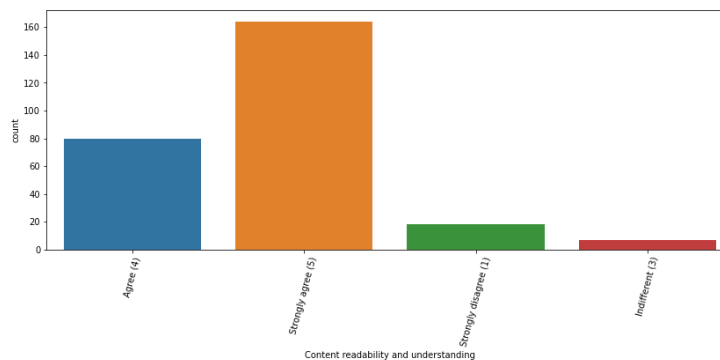
17. Reason for abounding carts

- It shows that why buyers are abounding items.
- By observe it we can say that people abounding items because alternative option.
- Take a look of it.



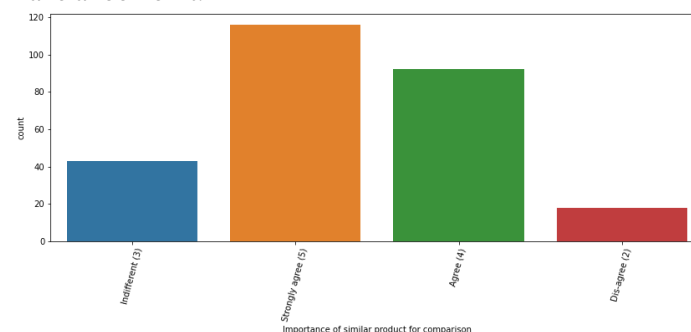
18. Content readability and understanding

- It shows that contents are useful or not.
- By observing data, we observe that most of person believe that it is necessary.
- Take a look of it.



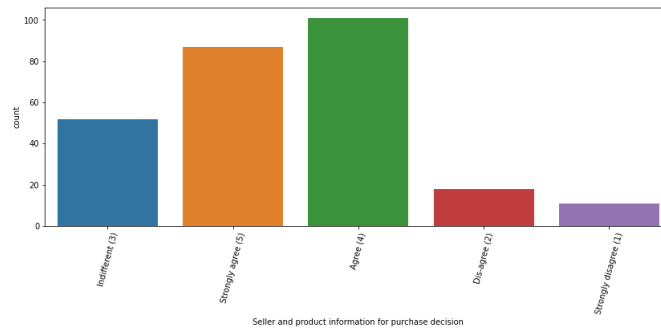
19. Importance of similar product for comparison

- It shows that what is the importance in compare.
- By observe it we can say that most of person are believe that is necessary.
- Take a look of it.



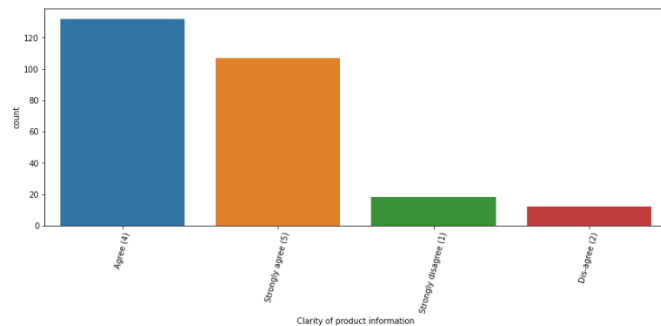
20. Seller and product information for purchase decision

- It shows that Seller and product description is necessary or not.
- By observe it we can say that most of persons are check this.
- Take a look of it.



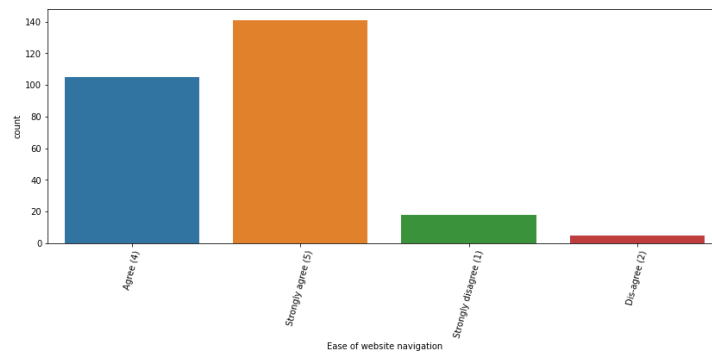
21. Clarity of product information

- It shows that it is required Clarity of information for product.
- By observing that we can say that most of person are agreed.
- Take a look of it.



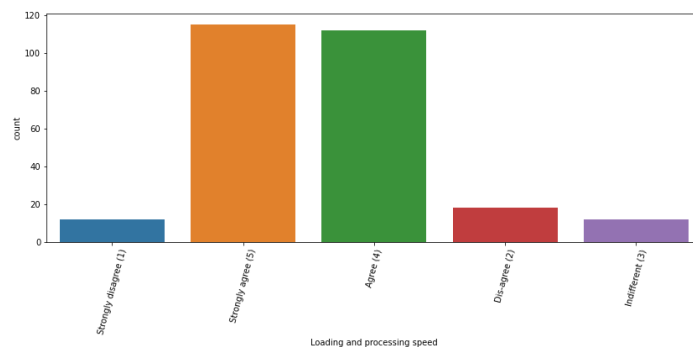
22. Ease of website navigation

- It shows that what is UI and UX of websites.
- By observing that we say most of persons are agreed for UI and UX.
- Take a look of it.



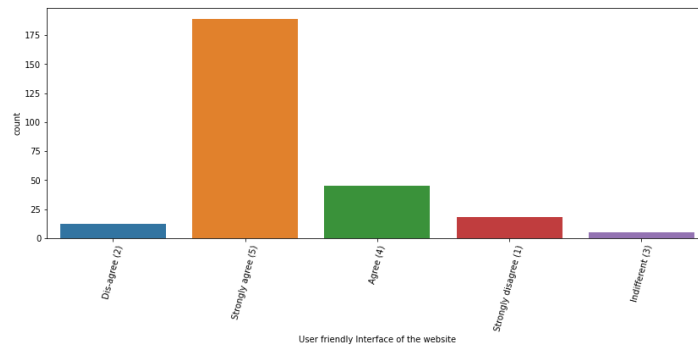
23. Loading and processing speed

- It shows that what is loading and processing speed.
- By observe we say that most of persons are believe that it is very nice.
- Take a look of it.



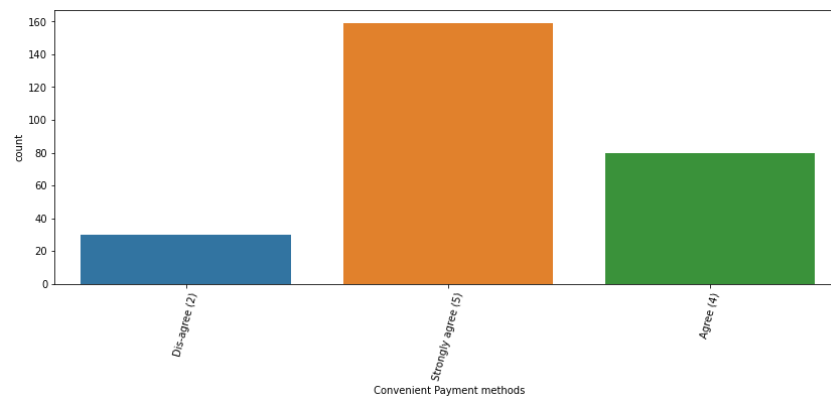
24. User friendly Interface of the website

- It shows that website is easy to use or not.
- By observe we can say that most of persons are say that it is easy.
- Take a look of it.



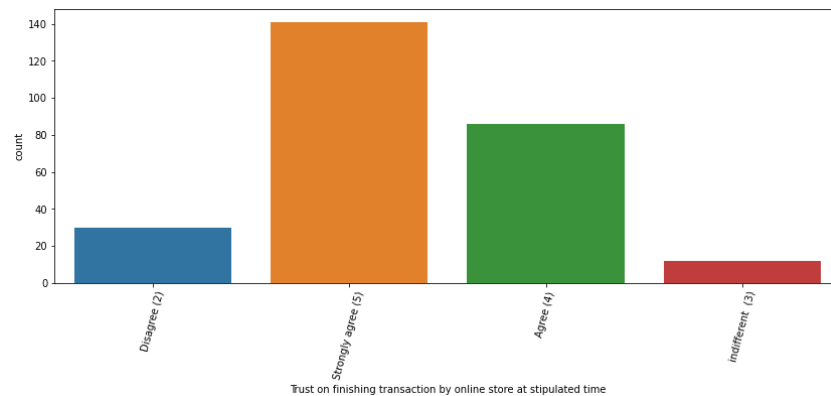
25. Convenient Payment methods

- It shows that how many person believe this method are convenient of website.
- By observe data, we can say that most of person believe it is nice.
- Take a look of it.



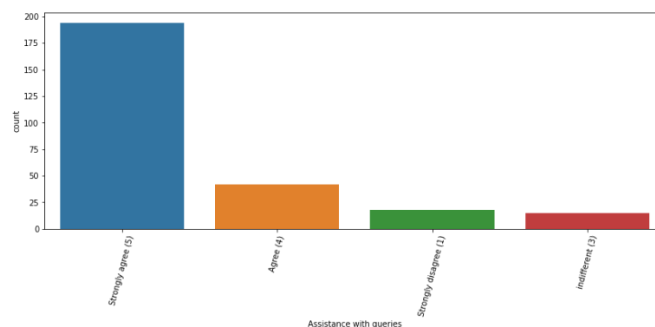
26. Trust on finishing transaction by online store at stipulated time

- It shows that how many persons are finished their transaction in time.
- By observe data we can say that most of persons are completed their transaction in time.
- Take a look of it.



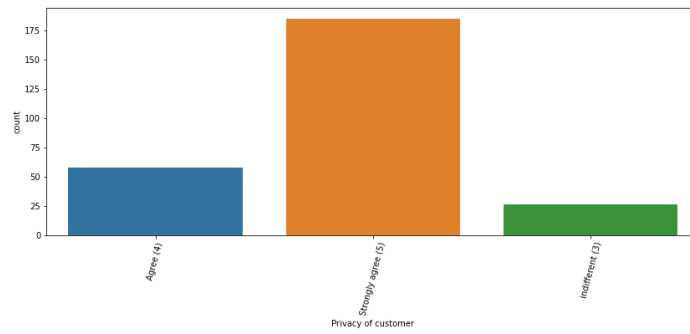
27. Assistance with queries

- It shows that how many persons are solved their queries.
- By observing data, we can say that most of persons are agreed with Solve queries.
- Take a look of it.



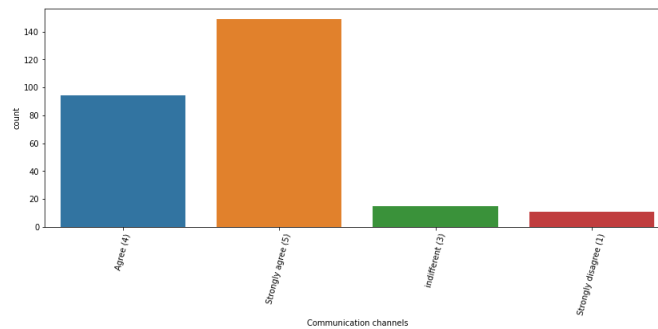
28. Privacy of customer

- It shows that buyers believe that their data is secured or not.
- By observe that we can say that most of person believe that their data is secured.
- Take a look of it.



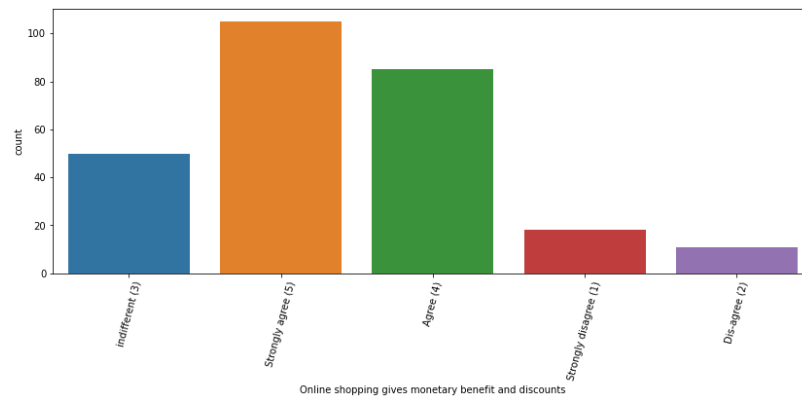
29. Communication channels

- It shows that which channel is used by buyers for communication.
- By observe that we can say that most of persons are agree with communication channel.
- Take a look of it.



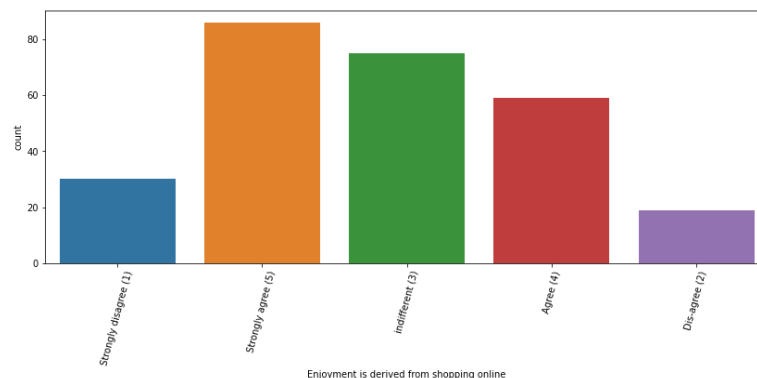
30. Online shopping gives monetary benefit and discounts

- It shows that how many persons are believe to online shopping is cheaper.
- By observe it we can say that most of persons are believe that Online shopping is cheaper.
- Take a look of it.



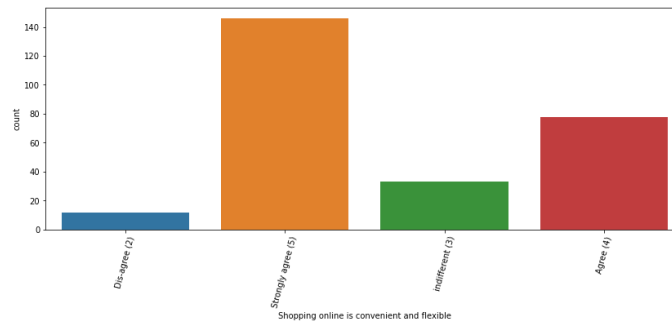
31. Enjoyment is derived from shopping online

- It shows that persons are like online shopping or not?
- By observing we can say that 52% persons are liking online shopping.
- Take a look of it.



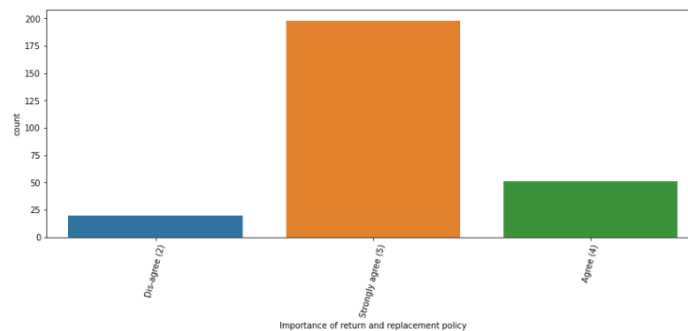
32. Shopping online is convenient and flexible

- It shows that persons are Convenient with online shopping or not?
- By observing data, we can say that most of persons are agree to online shopping.
- Take a look of it.



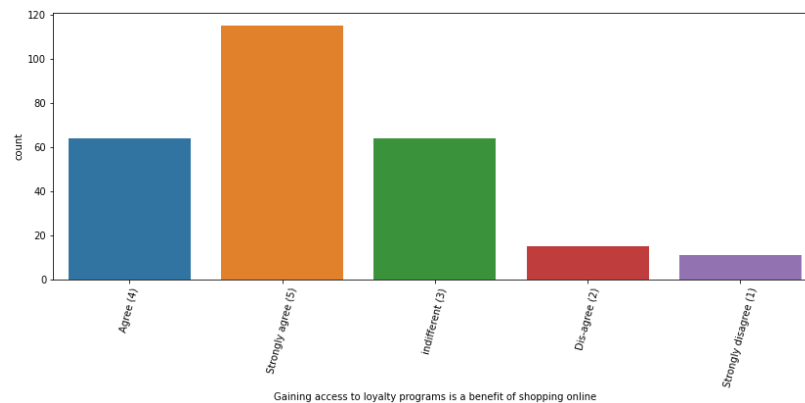
33. Importance of return and replacement policy

- It shows that importance of return and replace policy.
- By observe data we can say that it is required for return and replace policy.\
- Take a look of it.



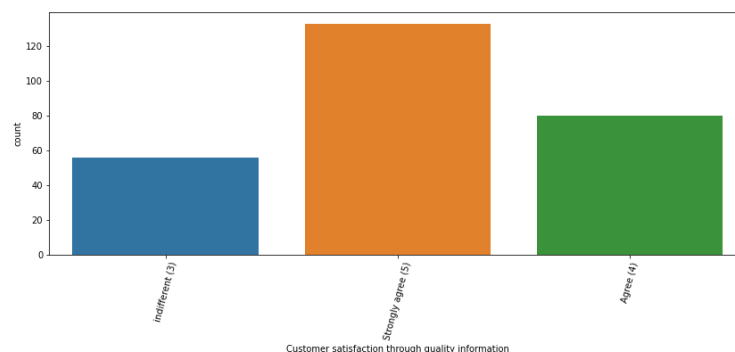
34. Gaining access to loyalty programs is a benefit of shopping online

- It shows that importance of loyalty programs.
- By observe the data we can say that majority peoples like loyalty programs.
- Take a look of it.



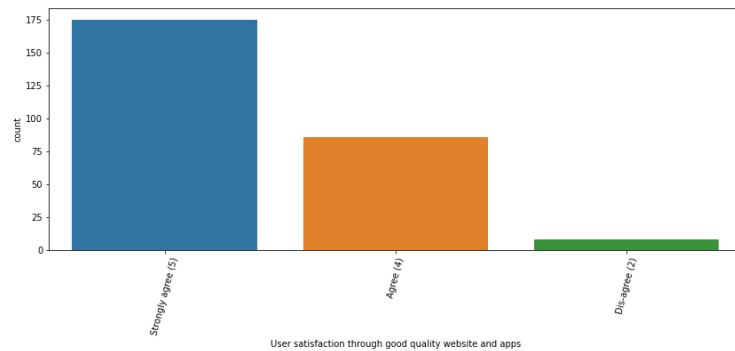
35. Customer satisfaction through quality information

- It shows that Customers are satisfied.
- By observe the data we can say that 78% customers believe that they gain satisfaction through qualitative info
- Take a look of it.



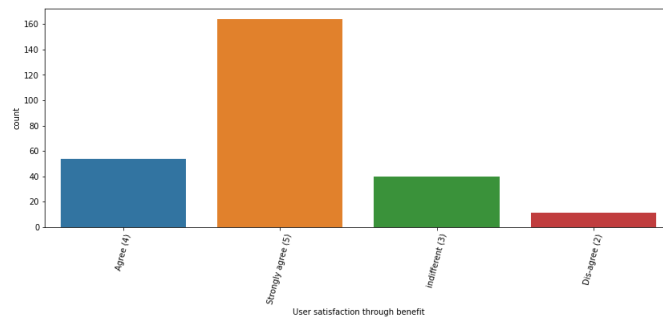
36. User satisfaction through good quality website and apps

- It shows that Users are satisfied by app and website
- By observe data, we can say that 96% customers are satisfied with quality of website and apps
- Take a look of it.



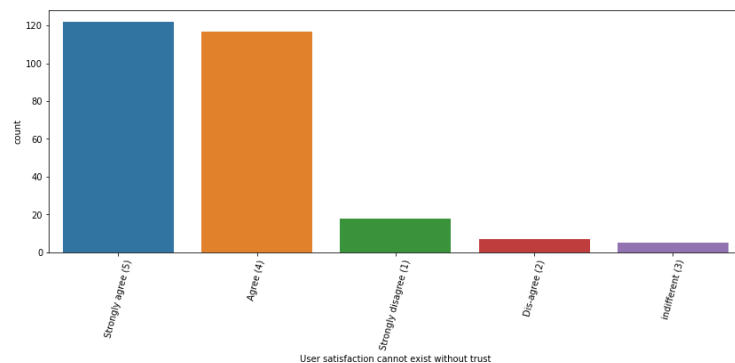
37. User satisfaction through benefit

- It shows that users are satisfied by benefit or not.
- By observe data, we can say that 82% customers believes that there are monetary savings in online shopping
- Take a look of it.



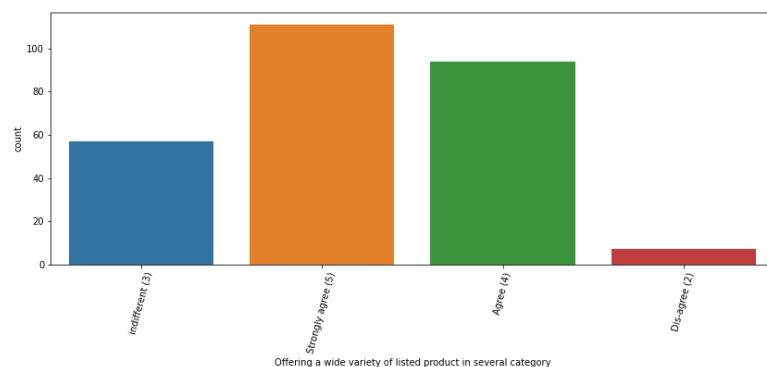
38. User satisfaction cannot exist without trust

- It shows that users are satisfied by trust or not.
- By observe data, we can say that most of persons are agree.
- Take a look of it.



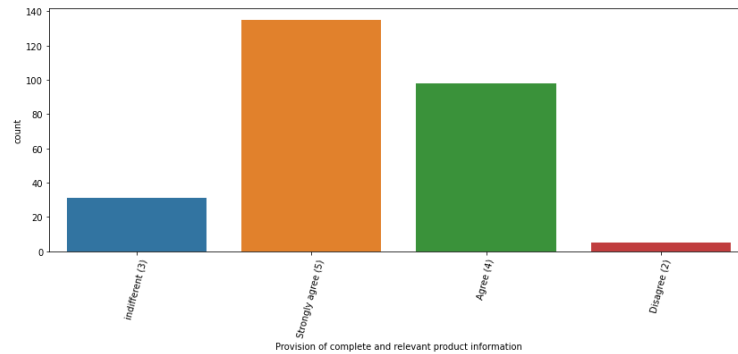
39. Offering a wide variety of listed product in several category

- It shows that websites are offer wide variety or not.
- By observe data we can say that most of person agree to websites are provide wide category
- Take a look of it.



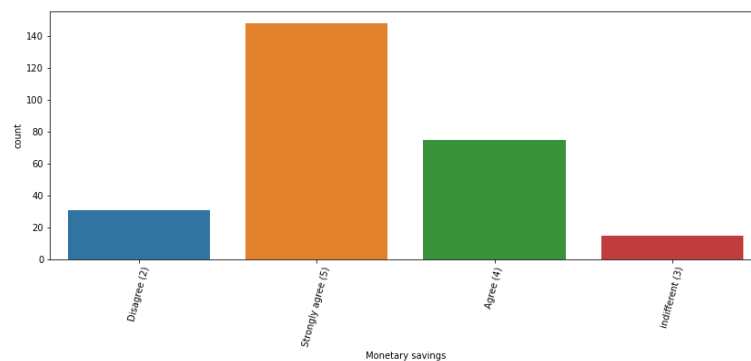
40. Provision of complete and relevant product information

- It shows that products give information or not.
- By observe data, we can say that most of persons are agreed for complete information.
- Take a look of it.



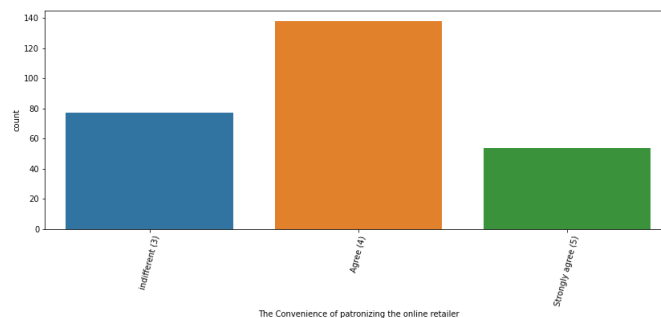
41. Monetary savings

- It shows that how much saving by use of online shopping.
- By observe data we can observe that Majority persons are believe that online shopping is saving.
- Take a look of it.



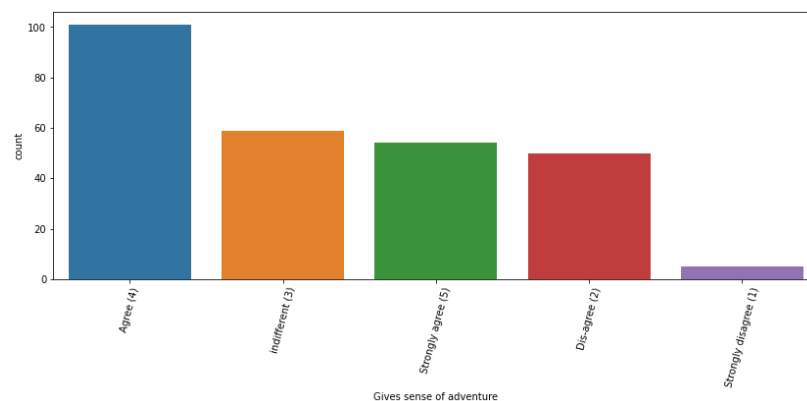
42. The Convenience of patronizing the online retailer

- It shows that people are patronizing online retailer.
- By observe data we can say that majority persons are agree with this statement.
- Take a look of it.



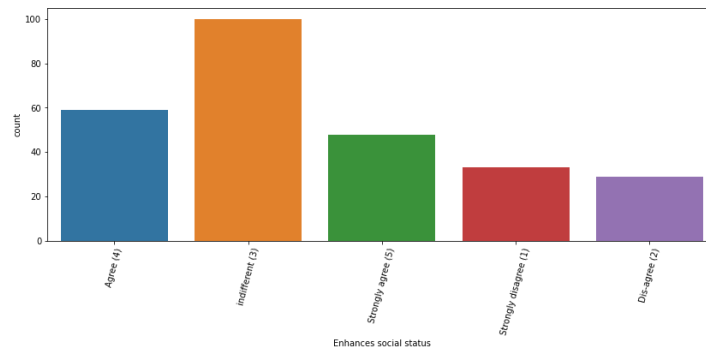
43. Gives sense of adventure

- It shows that online shopping is adventure.
- By observe it we can say that majority persons are agree with this statement.
- Take a look of it.



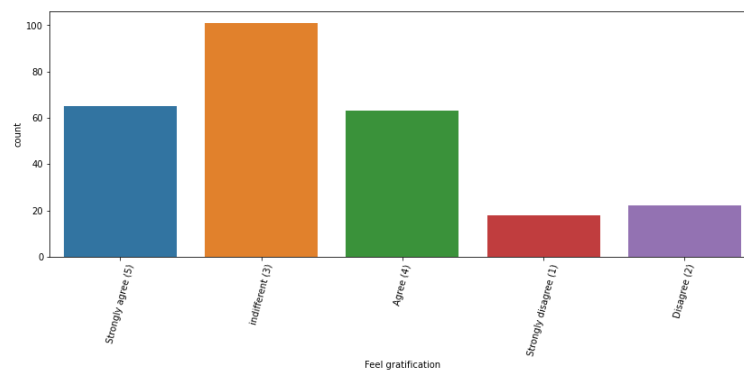
44. Enhances social status

- It shows that online shopping is Enhances social status or not.
- Majority of the customers have indifferent opinion that online shopping enhances social status.
- Take a look of it.



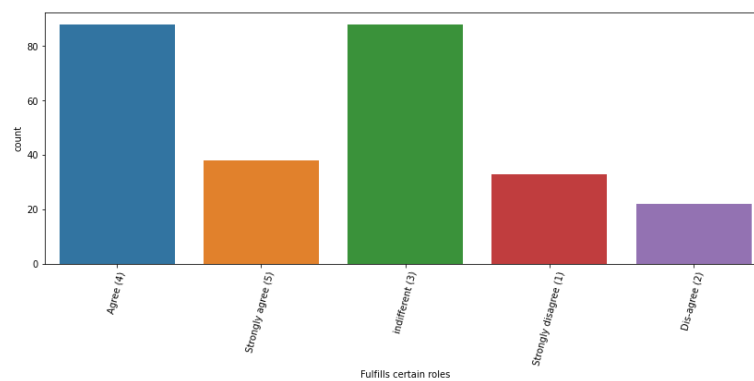
45. Feel gratification

- It shows that online shopping is Feel gratification.
- Majority of the customers have indifferent opinion that online shopping Feel gratification.
- Take a look of it.



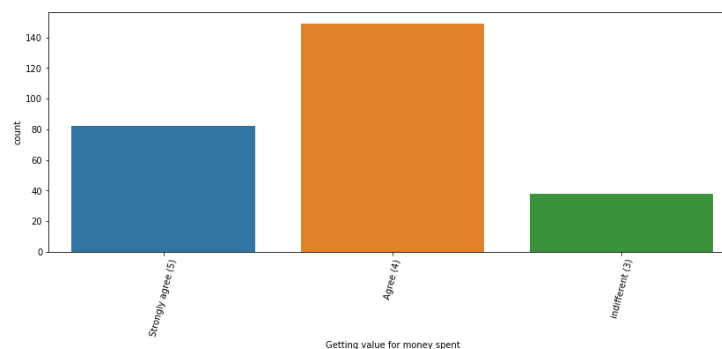
46. Fulfils certain roles

- It shows that online shopping is Fulfils certain roles.
- Equal opinion of the customers have indifferent opinion and agree that online shopping Fulfils certain roles
- Take a look of it.



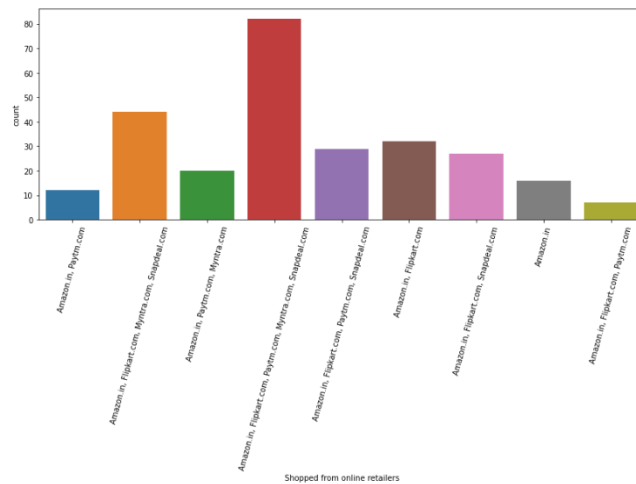
47. Getting value for money spent

- It shows that persons are believe that they getting value for money spent.
- 85% customers agree on getting value for money spent
- Take a look of it.



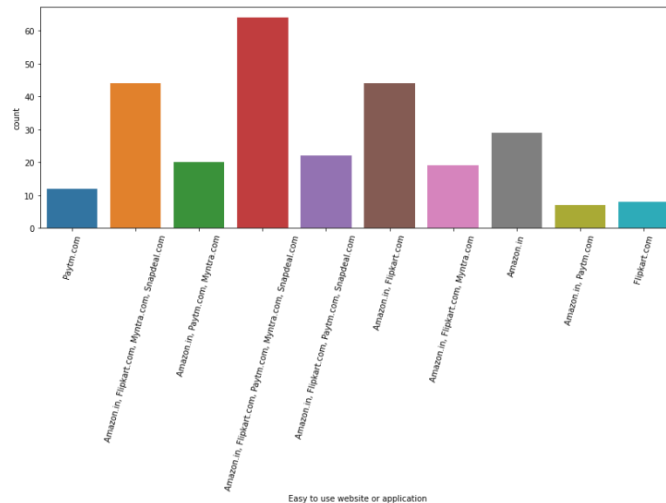
48. Shopped from online retailers

- It shows that which medium is preferred by customers.
- 30% customers shopped from 5 different retailers.
- Take a look of it.



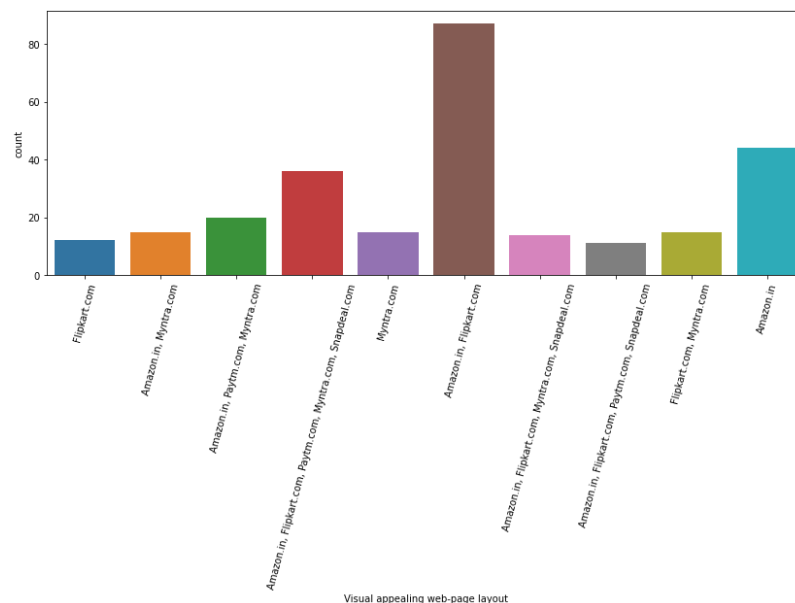
49. Easy to use website or application

- It shows that out of majority websites which one is Easy to use.
- Majority says that these all 5 websites are easy to use.
- Take a look of it.



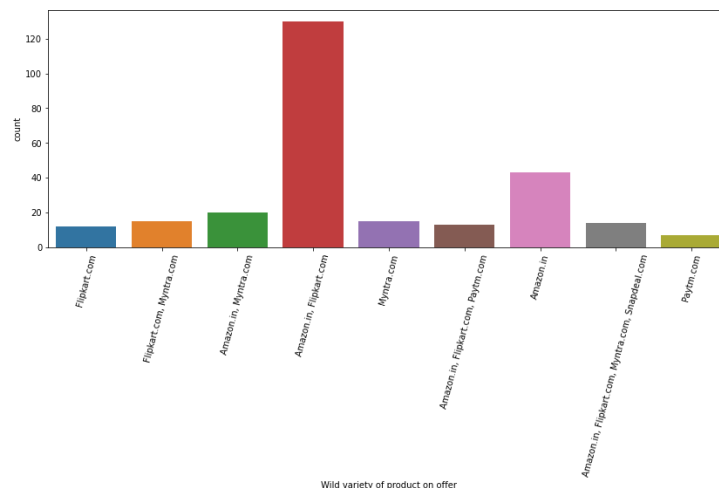
50. Visual appealing web-page layout

- It shows that UI and UX of websites.
- Majority says that amazon and flipkart are nice.
- Take a look of it.



51. Wide variety of product on offer

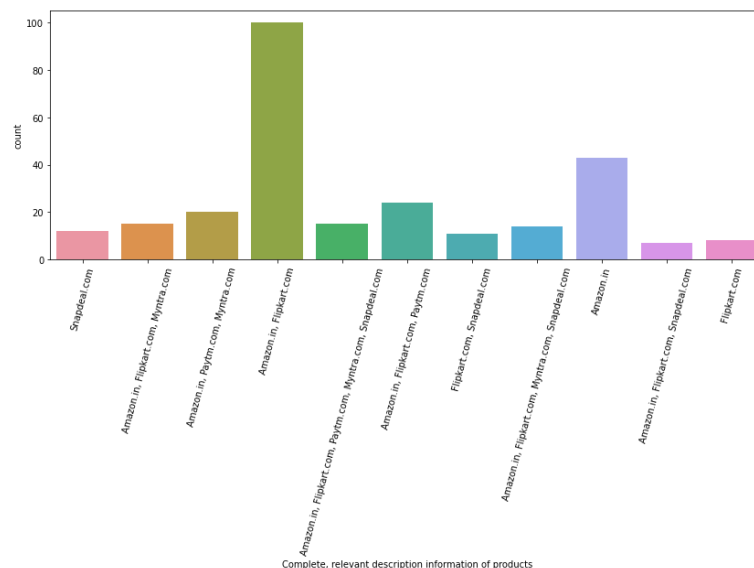
- It shows that which websites provide wide variety of product.
- Majority person says that amazon and flipkart are provide wide range of product
- Take a look of it.



Wide variety of product on offer

52. Complete, relevant description information of products

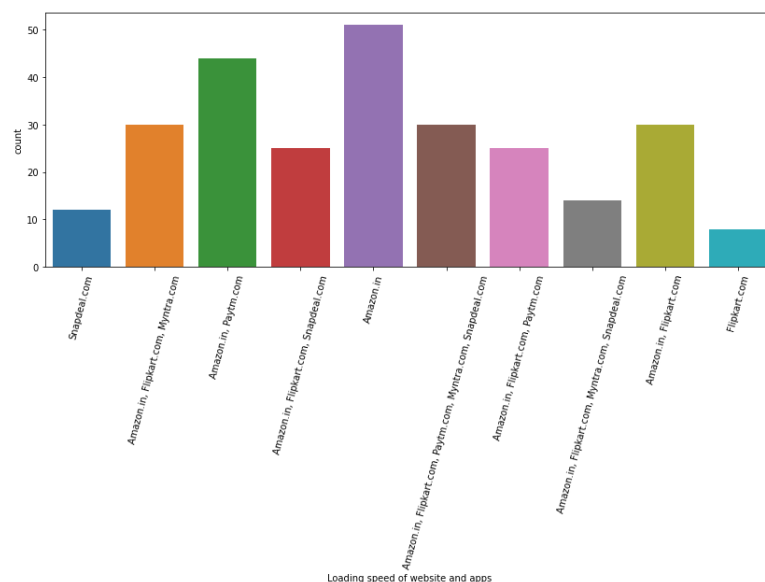
- It shows that which websites are provide require information.
- As we observe that Amazon and flipkart is giving complete information.
- Take a look of it.



Complete, relevant description information of products

53. Loading speed of website and apps

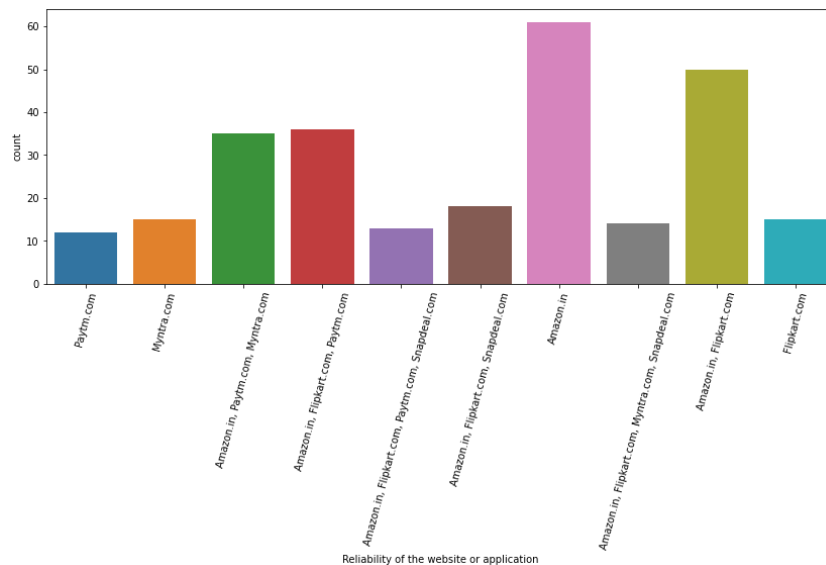
- It shows that loading speed of website and applications.
- As we observe that amazon has very low loading speed.
- Take a look of it.



Loading speed of website and apps

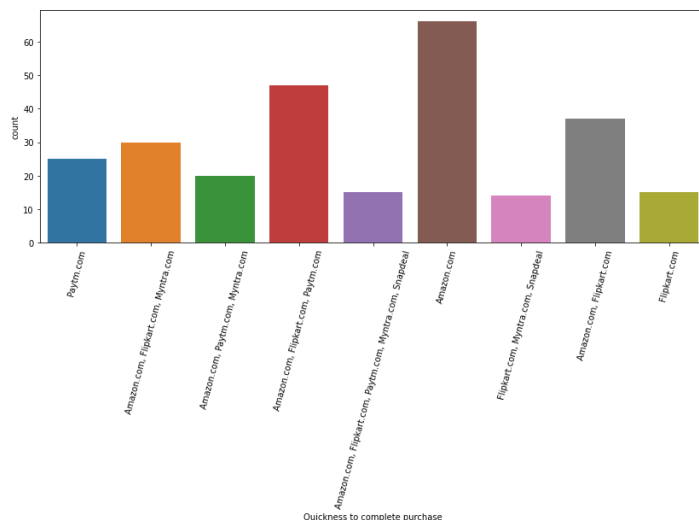
54. Reliability of the website or application

- It shows that which websites are more Reliable.
- As we observe only amazon is reliable.
- Take a look of it.



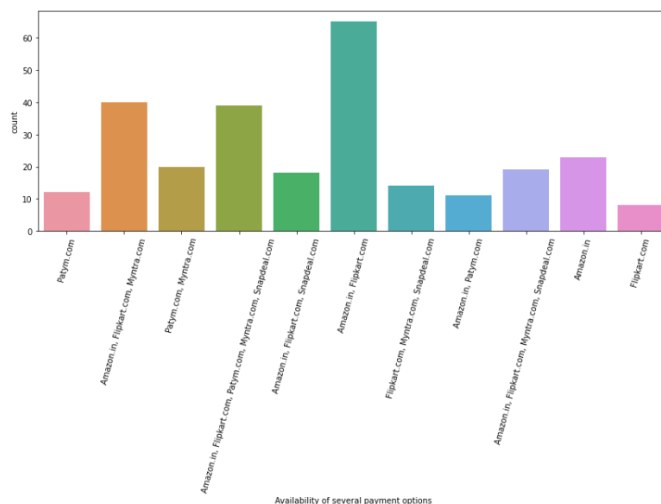
55. Quickness to complete purchase

- It shows that which website is provide quick purchase.
- Amazon has the speediest process to complete purchase, then after comes flipkart, Myntra, Paytm and Snapdeal.
- Take a look of it.



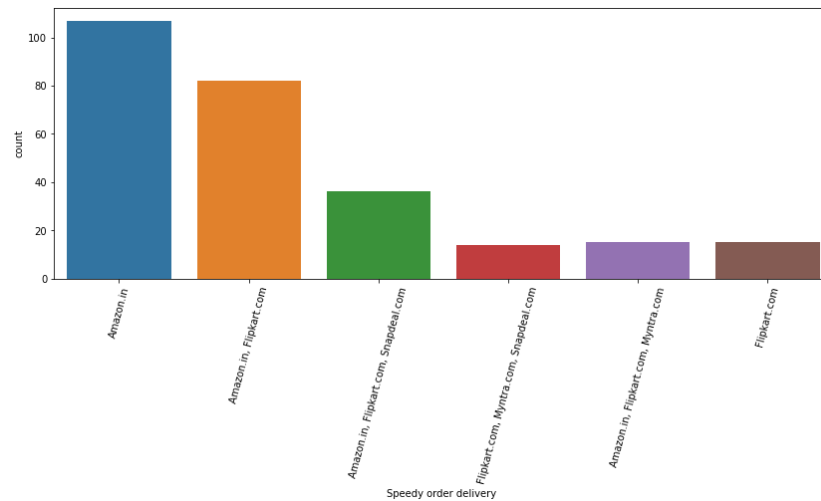
56. Availability of several payment options

- It shows that which website provide more method for payment.
- As we observe that amazon and flipkart provide many payment method.
- Take a look of it.



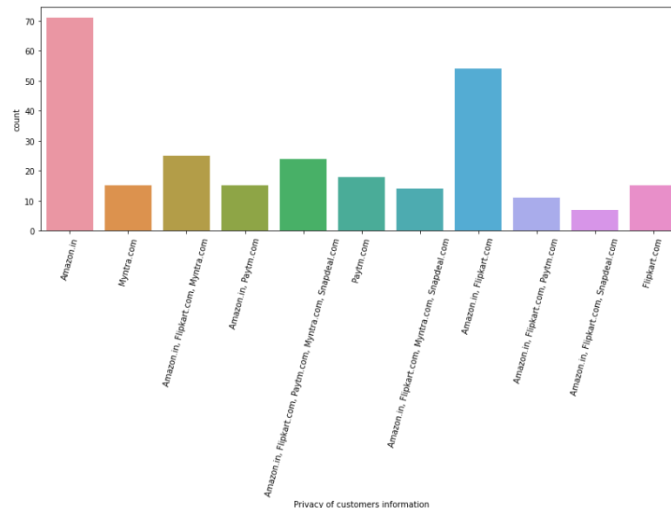
57. Speedy order delivery

- It shows that which website provide fast order delivery.
- As we observe that amazon only provide fast delivery.
- Take a look of it.



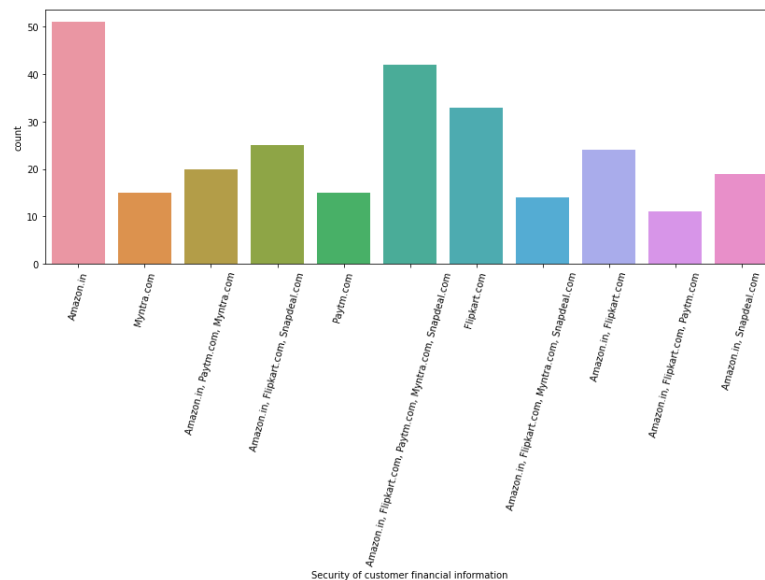
58. Privacy of customers information

- It shows that privacy of customer secured by websites.
- As we observe that amazon is chosen by many buyers for privacy.
- Take a look of it.



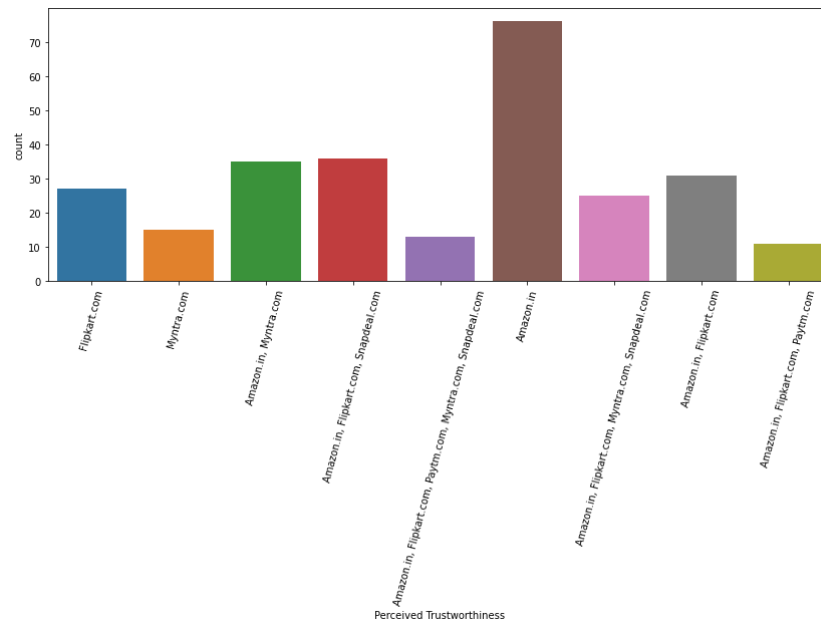
59. Security of customer financial information

- It shows that Security of customer financial information.
- As we observe that amazon is chosen by many buyers for Financial Security is high.
- Take a look of it.



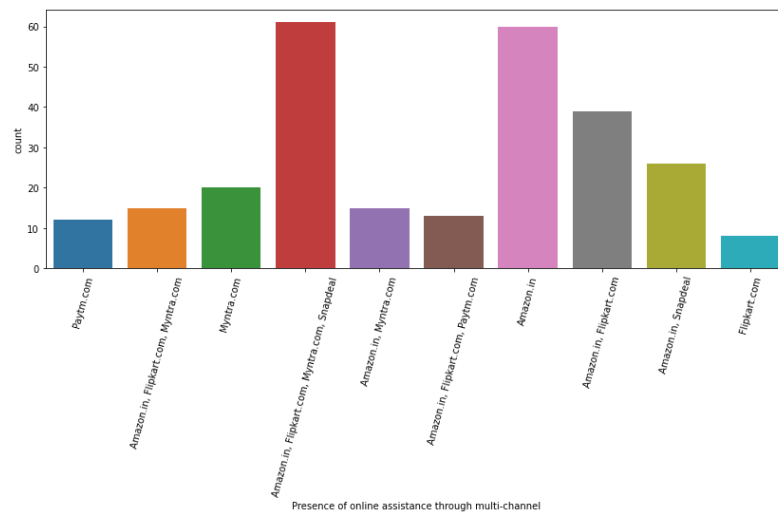
60. Perceived Trustworthiness

- It shows that perceived Trustworthiness by use of websites
- As we observe that majority persons believe that amazon is Trustworthiness.
- Take a look of it.



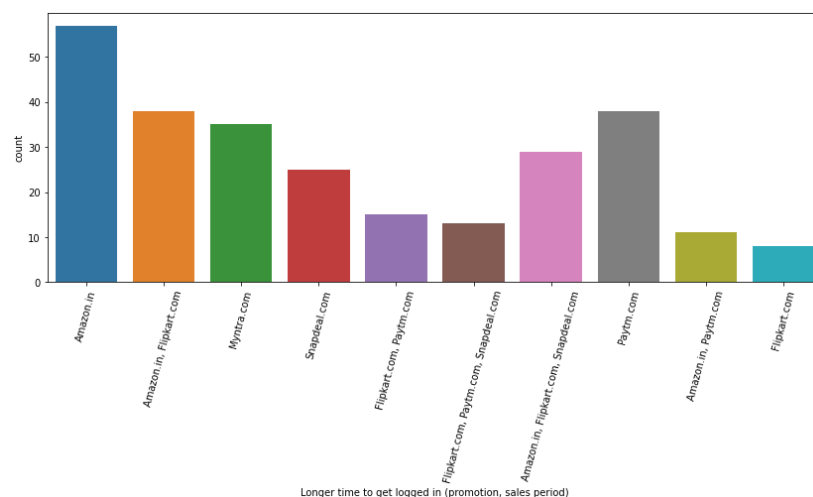
61. Presence of online assistance through multi-channel

- It shows that Presence of online assistance through multi-channel in different websites.
- As we observe that majority person said amazon,flipkart,Myntra,snapdeal has good assistance.
- Take a look of it.



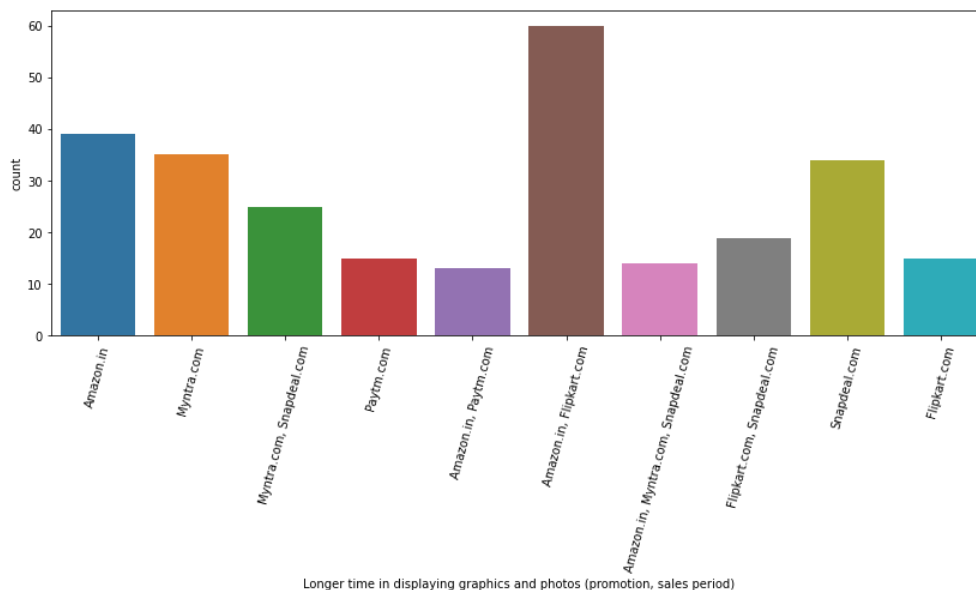
62. Longer time to get logged in (promotion, sales period)

- It shows that in different websites for longer time to logged in.
- As we observe that majority said that amazon is take longer time to get logged in.
- Take a look of it.



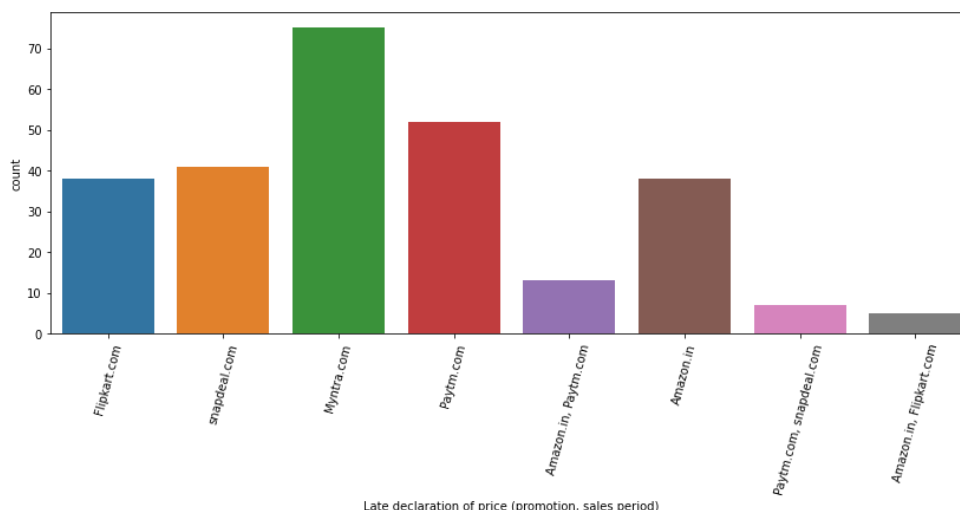
63. Longer time in displaying graphics and photos (promotion, sales period)

- It shows that how much time is take for load websites.
- As we observe that majority said that amazon and flipkart is take longer time to load website.
- Take a look of it.



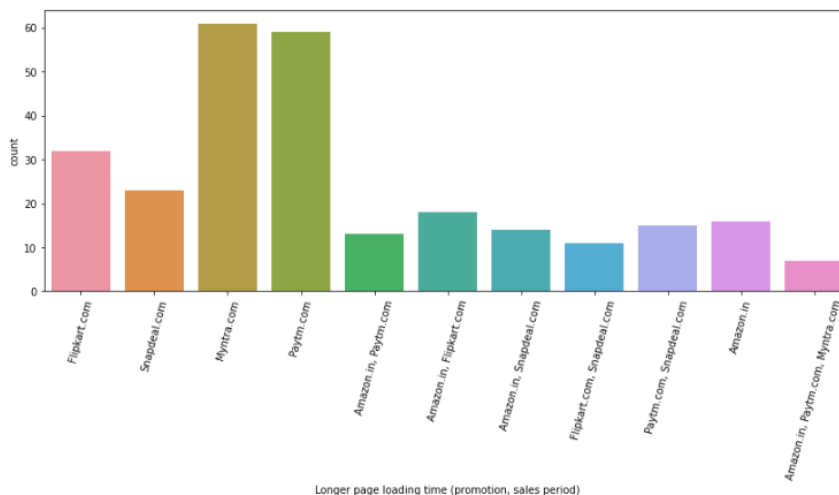
64. Late declaration of price (promotion, sales period)

- It shows that which website take late declaration of price.
- As we observe that majority said that myntra is take late declaration of price.
- Take a look of it.



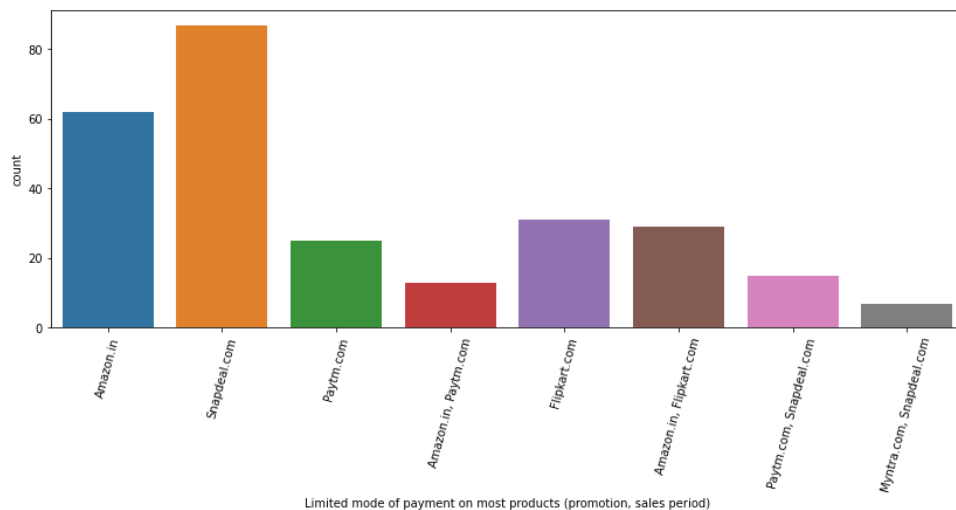
65. Longer page loading time (promotion, sales period)

- It shows that which website take longer page loading time for load page
- As we observe that myntra and paytm take longer page loading time for load page
- Take a look of it.



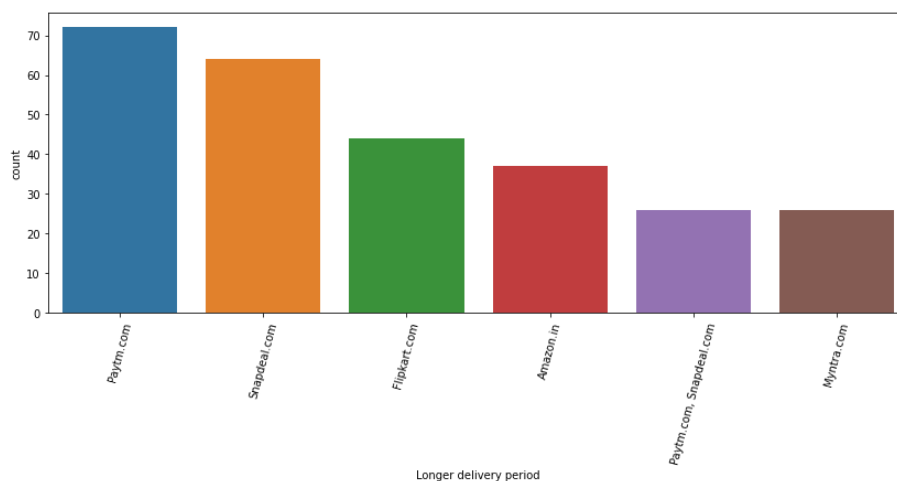
66. Limited mode of payment on most products (promotion, sales period)

- It shows that which website provide limited mode of payment for most of products.
- As we observe that snapdeal and amazon is provide limited mode of payment on most of products.
- Take a look of it.



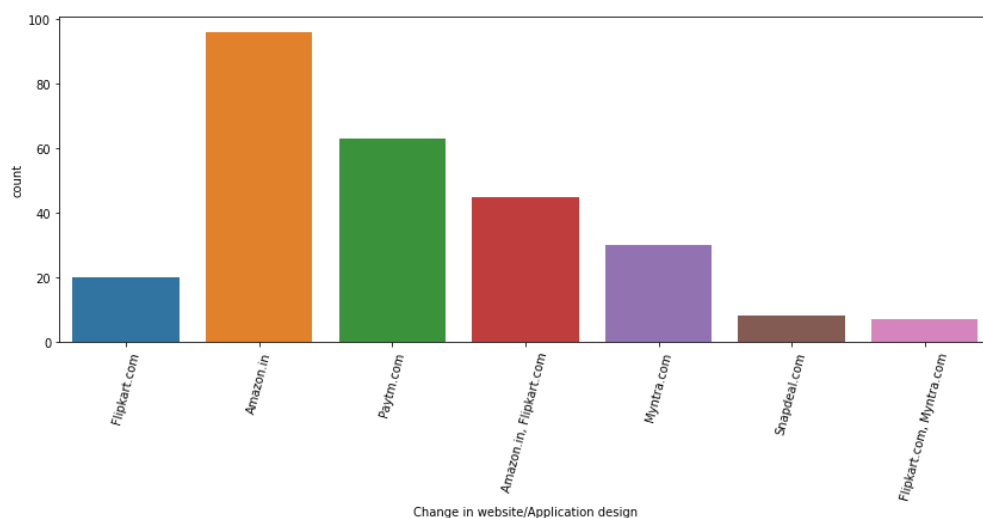
67. Longer delivery period

- It shows that which websites take longer delivery period.
- As we observe that paytm is take longer delivery period.
- Take a look of it.



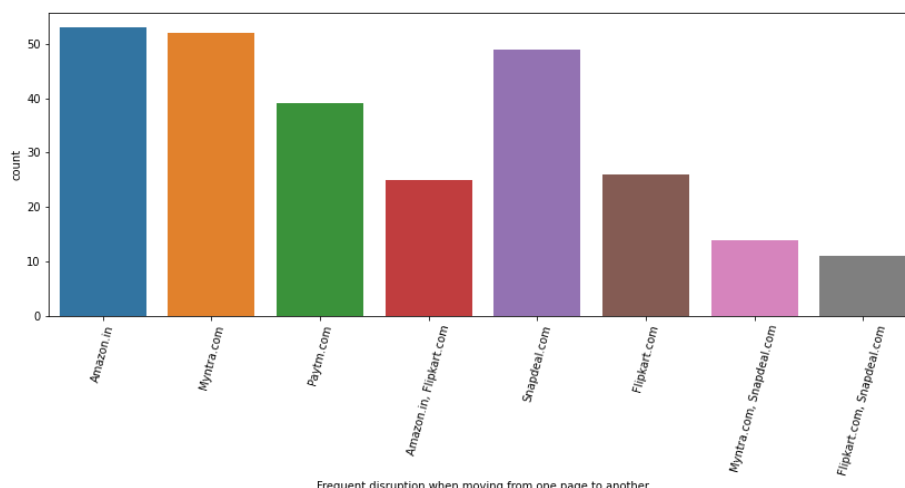
68. Change in website/Application design

- It shows that which website or application is need to change to design.
- As we observe that amazon get highest number of people said for change desing.
- Take a look of it.



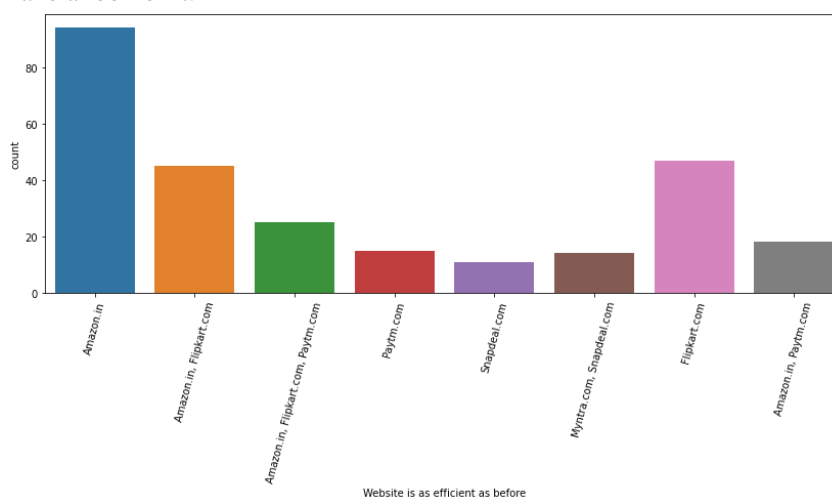
69. Frequent disruption when moving from one page to another

- It shows that which website has frequent disruption for moving one page to another page.
- As we observe that Amazon, Myntra, Snapdeal has some issue when change one page to next page.
- Take a look of it.



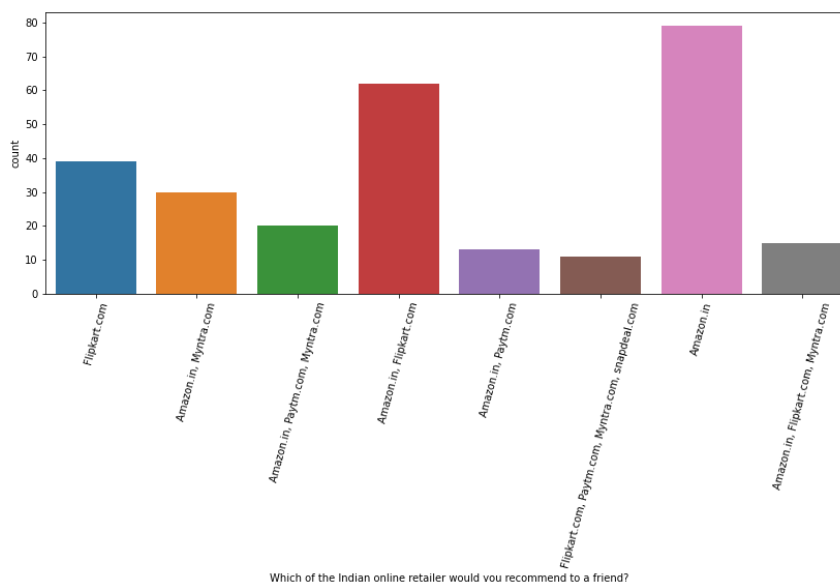
70. Website is as efficient as before

- It shows that website is efficient as before or not or we can say improve it.
- As we observe that amazon is changed they efficiency improve.
- Take a look of it.



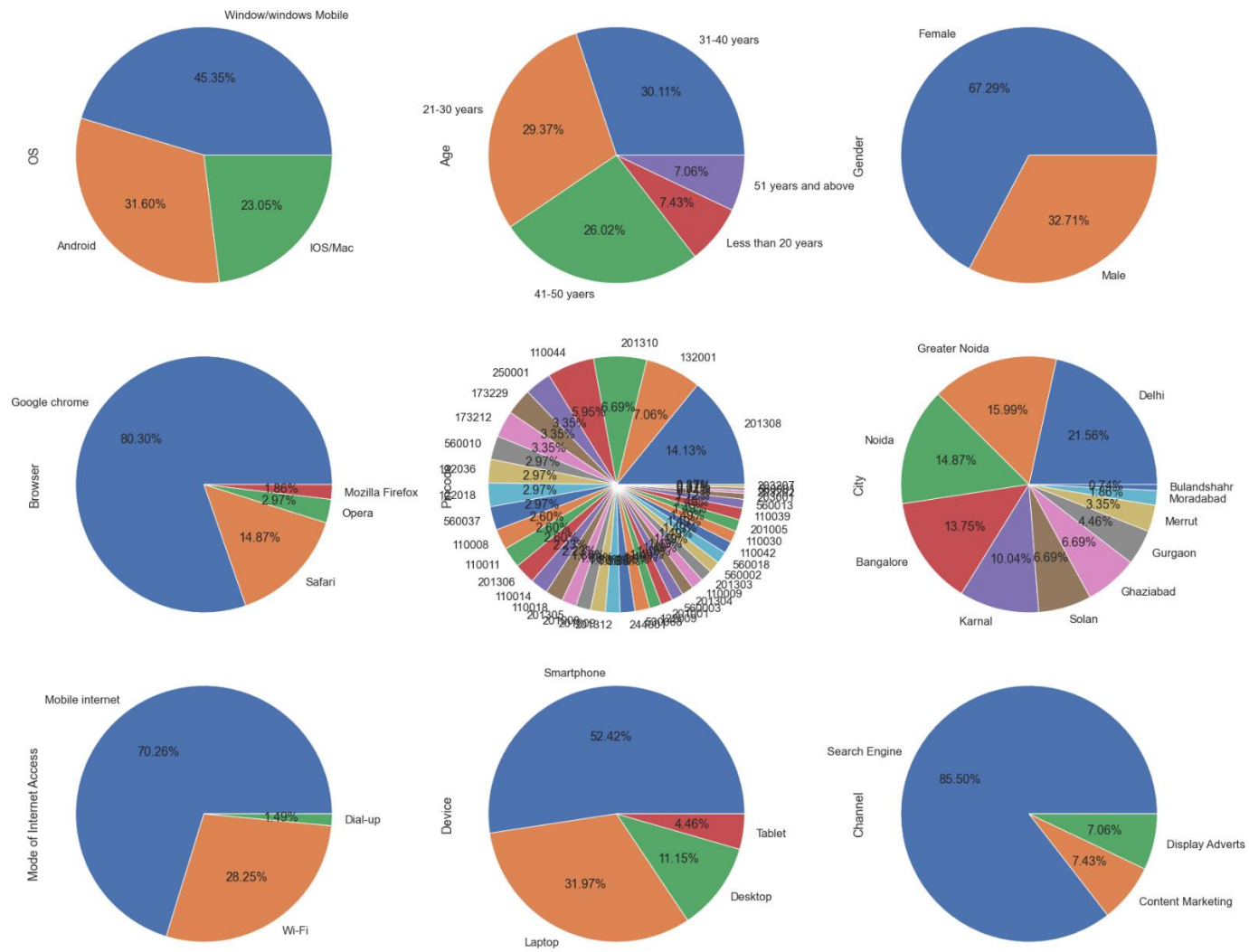
71. Which of the Indian online retailer would you recommend to a friend?

- It shows that which website you recommend to your friends.
- As we observe that Amazon and flipkart is mostly shared by with friends.
- Take a look of it.



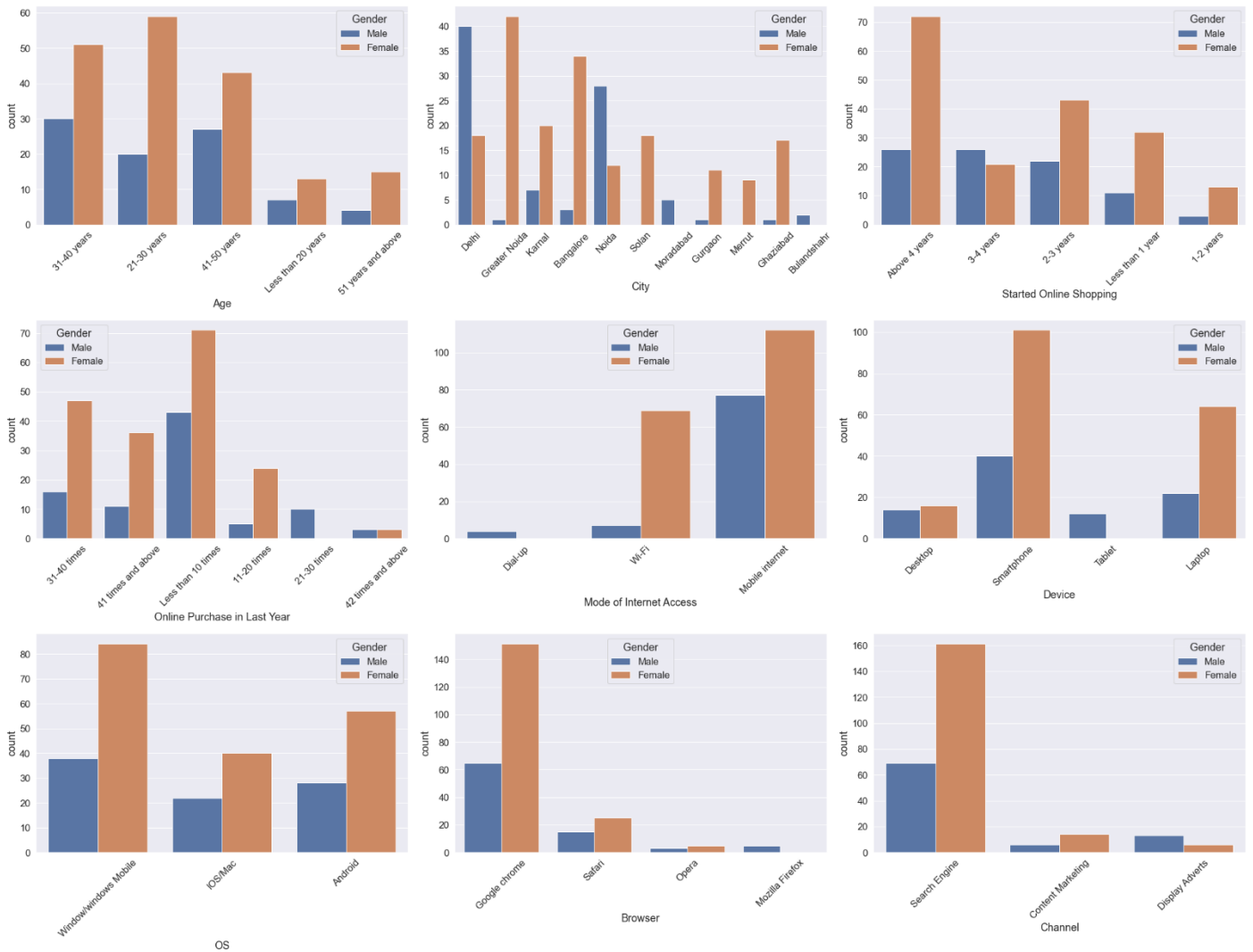
➤ Now we observed each column and its unique values and also its output observations.

Now observe data in pie chart as manner to find contribution by its percentage.



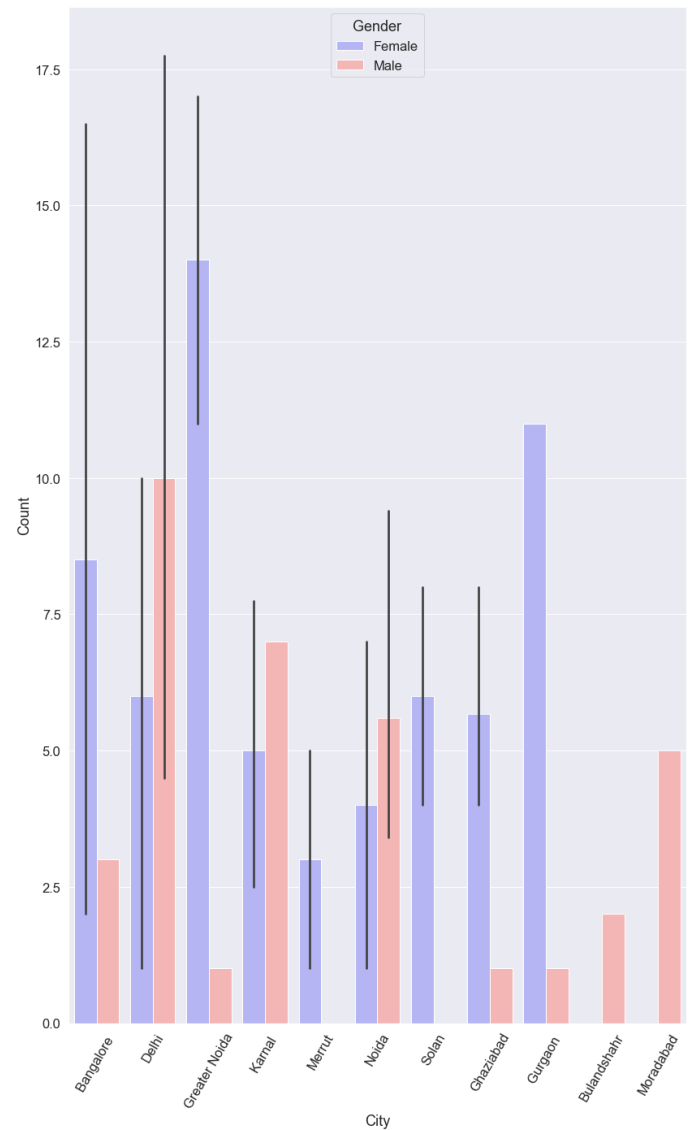
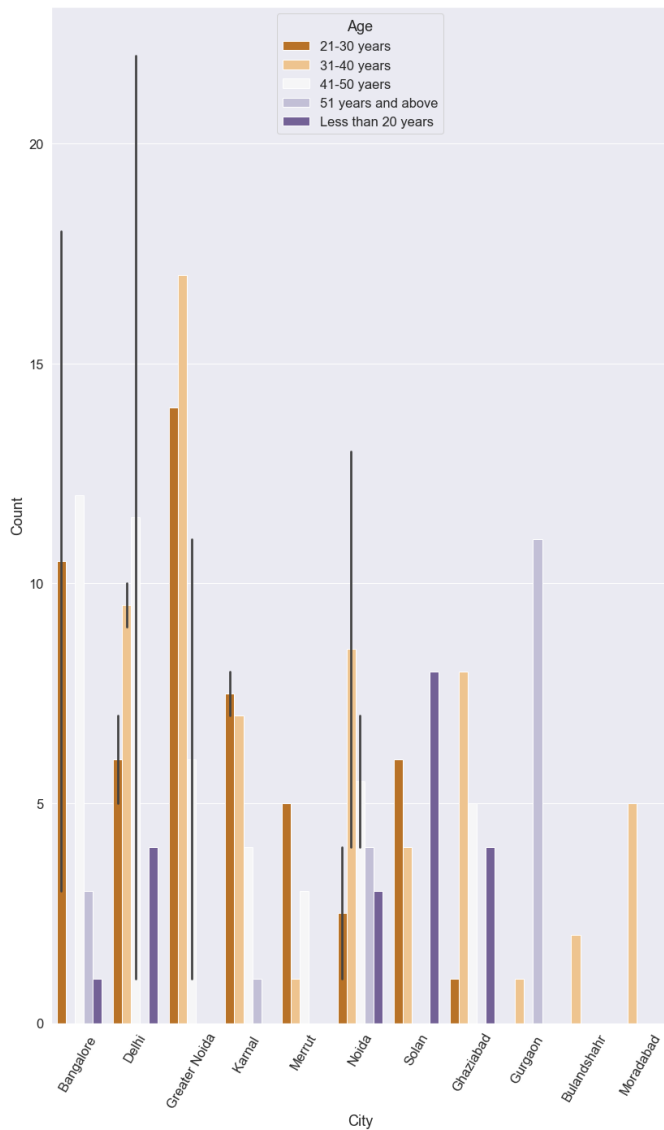
1. As we observe for OS majority of persons are used Website and website mobile.
2. As we observe for age majority persons are 21- to 40-year-old means young people.
3. As we observe for Gender majority persons are female around 67.29%.
4. As we observe for Browser majority public preferred Chrome browser.
5. As we observe for pin code we clearly observe that most of online shopping around 14.13% are done in 201308 code.
6. As we observe for City majority buyers are from Delhi around 21.56% and Greater Noida around 16%.
7. As we observe for mode of internet, we observe that majority public use Mobile data for online shopping.
8. As we observe for Devices which device is preferred by public we observe that majority use Smartphones.
9. As we observe for Channel, we observe that 86.50% public use Search engine for online shopping.

Now we observe data along with Gender



1. As we observe for Age majority of persons age is between 21-30-year and this is majority of female.
2. As we observe for Delhi this is only one city which has more number of male compare to females. Also we can say majority of females are is Greater Noida as compare to male.
3. As we observe for online shopping started majority females are started online shopping Above 4 years and only for 3-4 years has a greater number of males compare to females
4. As we observe for online purchase in last or previous year we can clearly observe that majority of females are shopped online in last year is less than 10 times.
5. As we observe for mode of internet preferred for online shopping we observe that no females are use dial up and majority females are use Mobile data and Wi-Fi for online shopping.
6. As we observe for device usage we can observe that majority females are preferred smart phone and laptop. For tablet zero females are use for online shopping and for desktop it is equal to use by male and female approx.
7. As we observe for OS majority female usage Windows/Windows mobile and Android.
8. As we observe for browser male and female both preferred Chrome. And also, no female or zero females are use Mozilla Firefox for online shopping.
9. As we observe for Channel majority females are use Search engine and for display advertisement majority males are there in display advertisement.

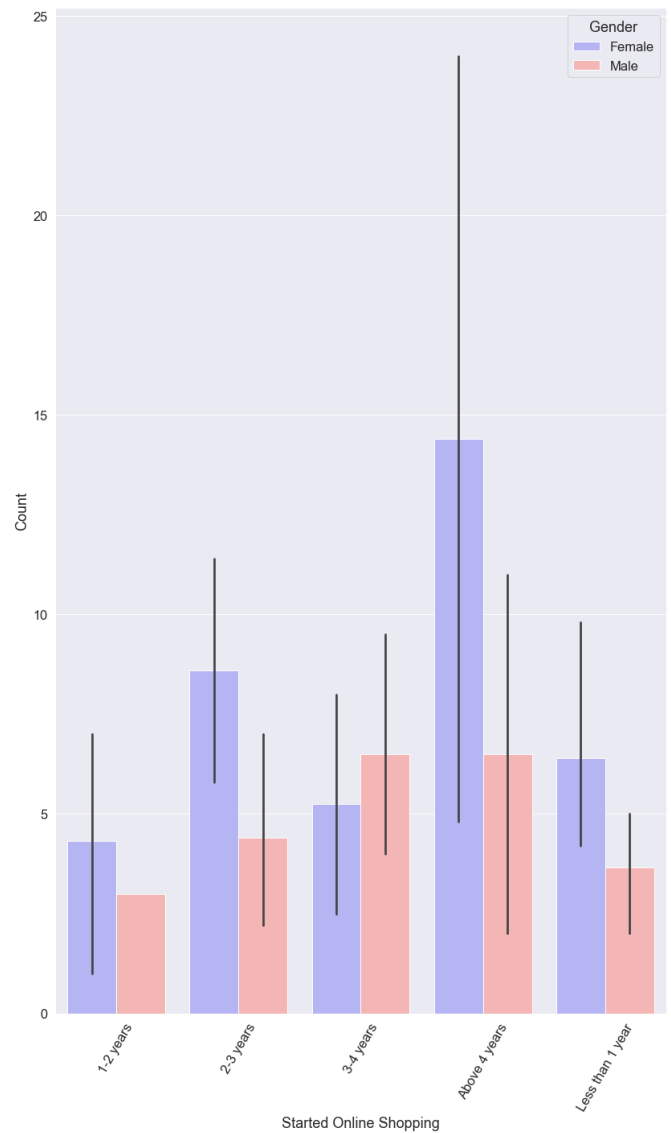
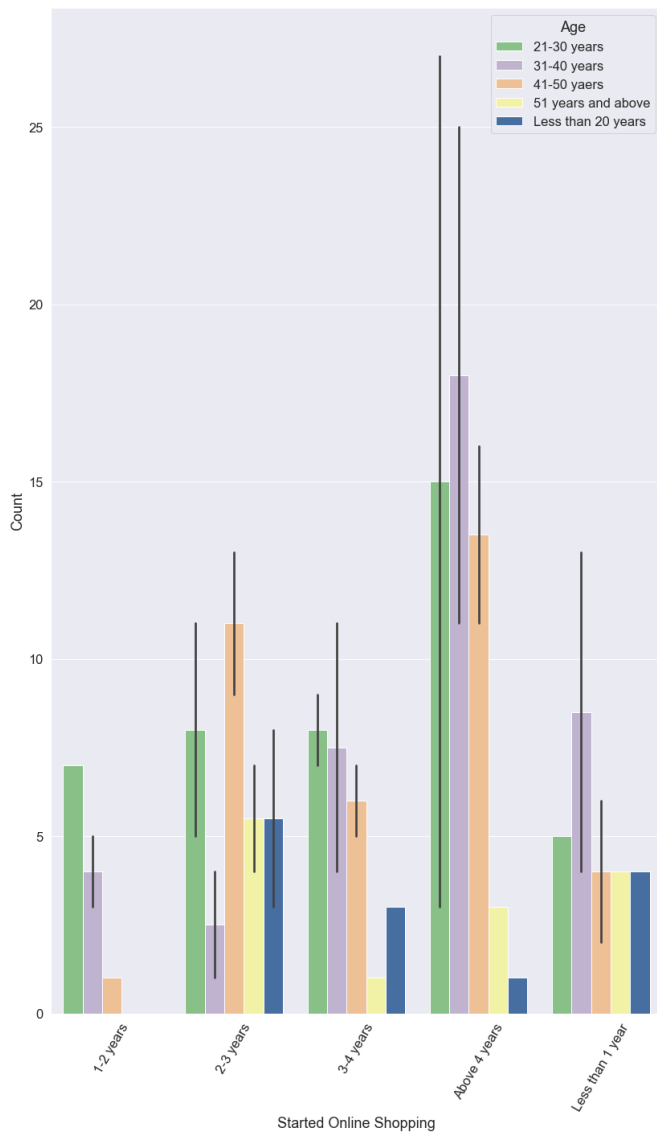
Now observe city by age and gender to get more idea about buyers.



1. As we observe for city.

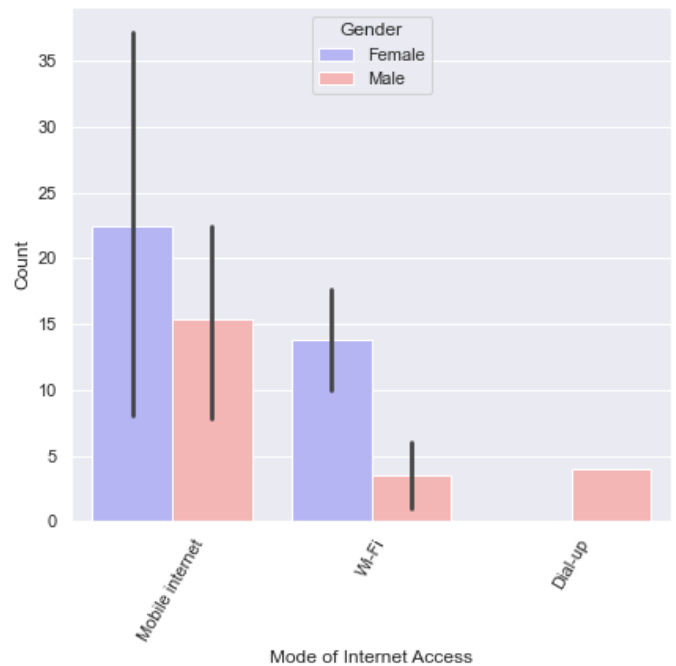
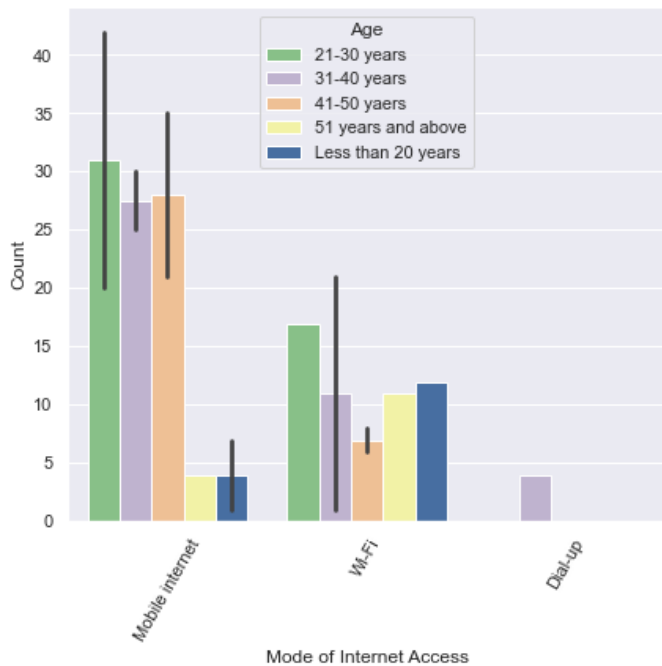
- Bangalore in this city majority buyers are 21-30-year-old and they are females.
- Delhi in this city majority buyers are 21-30-year-old and they are males.
- Greater Noida in this city majority buyers are 31-40-year-old and they are females.
- Karnal in this city majority buyers are 21-30-year-old and they are males.
- Merrut in this city majority buyers are 21-30-year-old and they are only females.
- Noida in this city majority buyers are 31-40-year-old and they are males.
- Solan in this city majority buyers are 21-30-year-old and there are only females.
- Ghaziabad in this city majority buyers are 31-40-year-old and they are females.
- Gurgaon in this city majority buyers are 51-year-old and they are females.
- Bulandshahr in this city majority buyers are 31-40-year-old and there are only males.
- Moradabad in this city majority buyers are 31-40-year-old and there are only males.

Now observe Start online shopping by age and gender to get more idea about buyers.



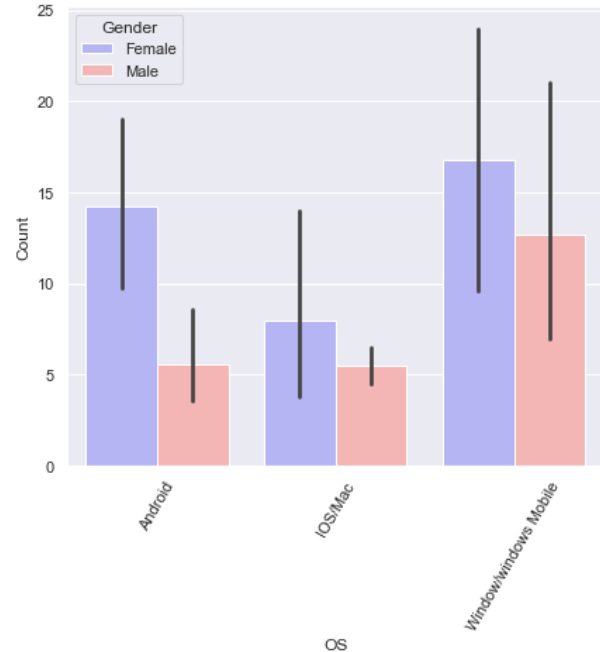
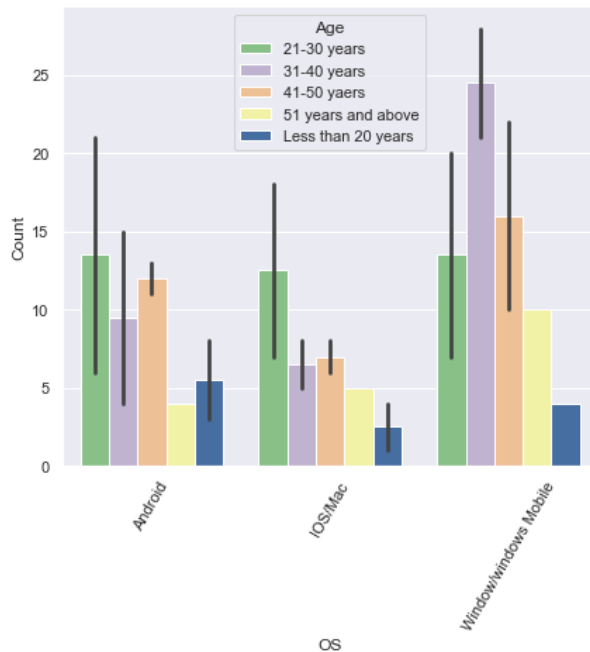
1. As we observe for Started Online Shopping.
 - i. In the year 1-2 majority of 21-30-years-old persons are started and there are majority of females.
 - ii. In the year 2-3 majority of 41-50-years-old persons are started and there are majority of females.
 - iii. In the year 3-4 majority of 21-30-years-old persons are started and there are majority of males.
 - iv. In the year Above 4 majority of 31-40-years-old persons are started and there are majority of females.
 - v. In the year less than a year majority of 31-40-years-old persons are started and there are majority of females.

Now observe mode of internet by age and gender to get more idea about buyers.



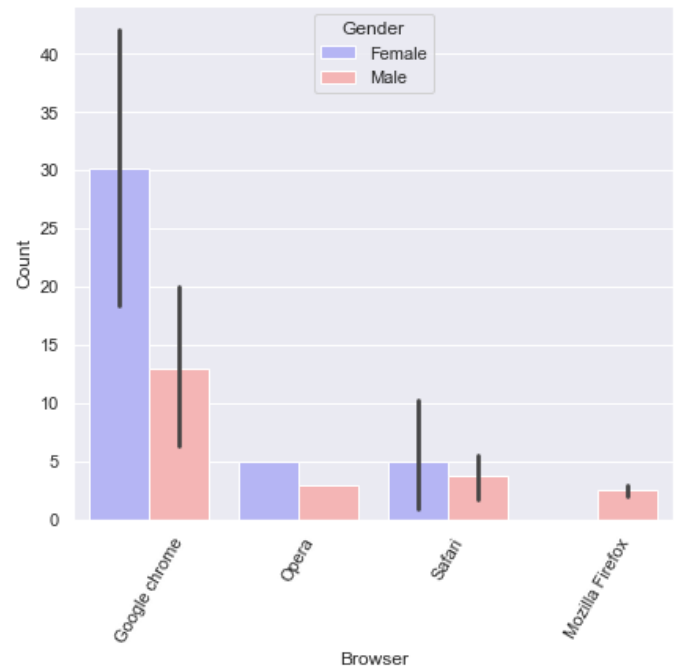
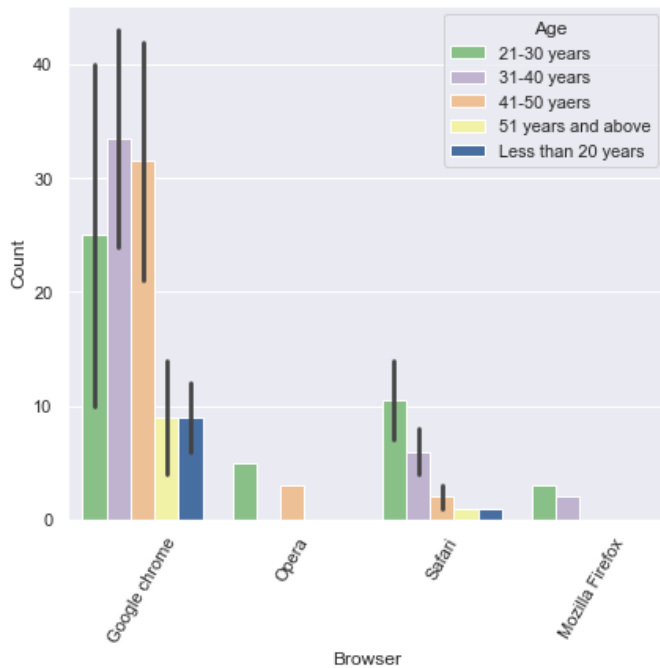
1. As we observe for Mode of internet Access.
 - i. In the mobile internet we observe that 21 to 50 years are around equally use of it and they are majority of females.
 - ii. In the Wi-Fi we observe that 21 to 30 years old are use of it and they are majority of females.
 - iii. In the Dial-up we observe that only 31 to 40 years old are use of it and they are only males.

Now observe OS by age and gender to get more idea about buyers.



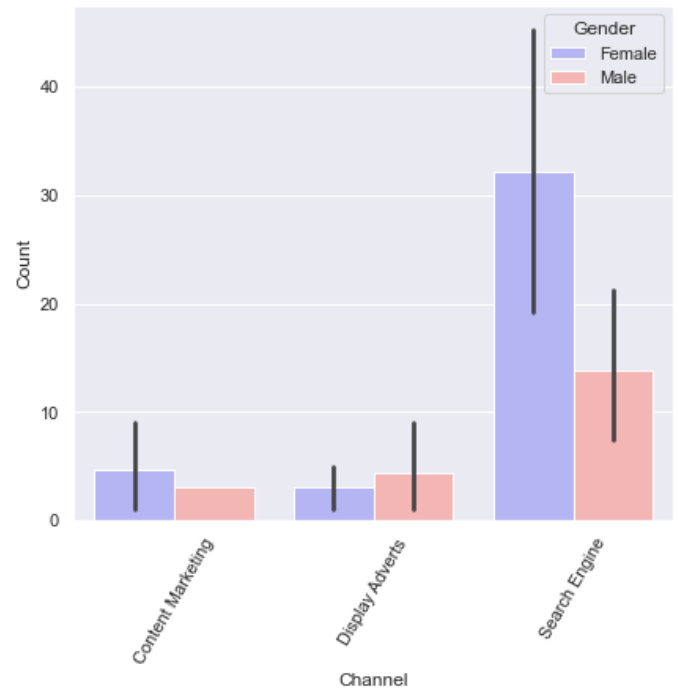
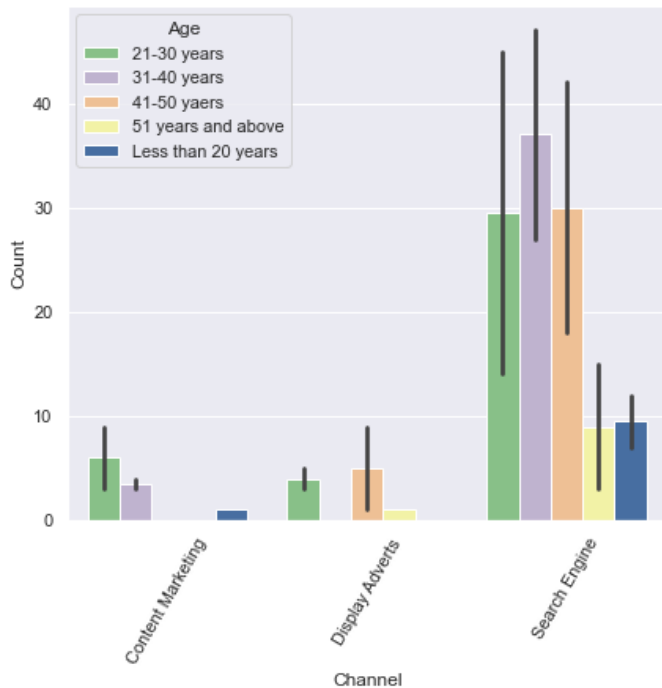
1. As we observe for OS.
 - i. In the Android we observe that 21 to 30 and 41 to 50 years are around equally use of it and they are majority of females.
 - ii. In the IOS/Mac we observe that 21 to 30 years old are use of it and they are majority of females.
 - iii. In the Windows/Windows Mobile we observe that only 31 to 40 years old are use of it and they are females.

Now observe Browser by age and gender to get more idea about buyers.



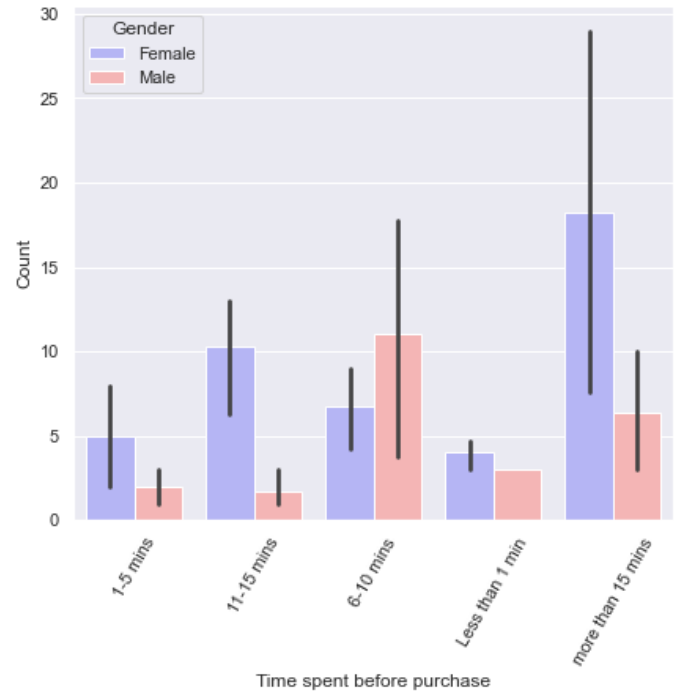
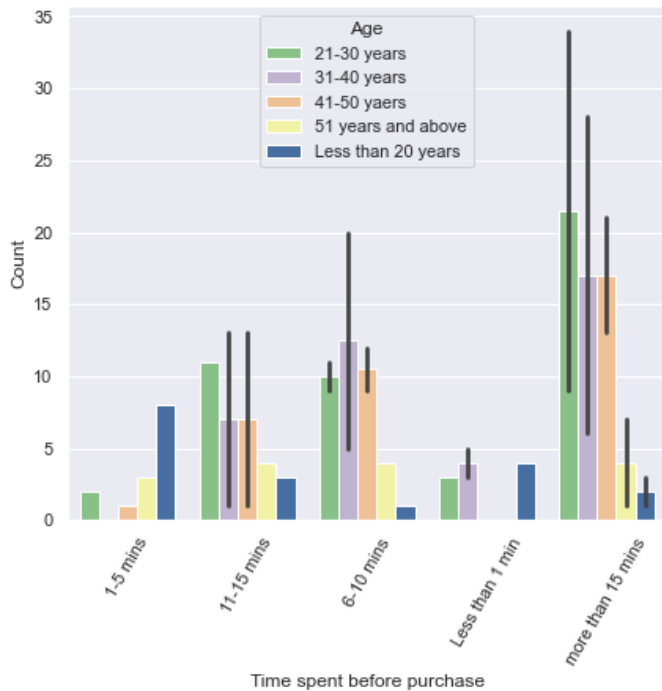
1. As we observe for Browser.
 - i. In the Google chrome we clearly observe that 31 to 50 years old persons are use it and there are majority of females.
 - ii. In the Opera we observe that there are only two ages of persons 21 to 30 and 41 to 50 years old are use it. And there are equals males and females but majority of females.
 - iii. In the Safari we observe that 21 to 30 years old are use of it. And there are equals males and females but majority of females.\
 - iv. In the Mozilla Firefox we observe that there are only two ages of persons 21 to 30 and 31 to 40 years old are use it. And there are only males.

Now observe Channel by age and gender to get more idea about buyers.



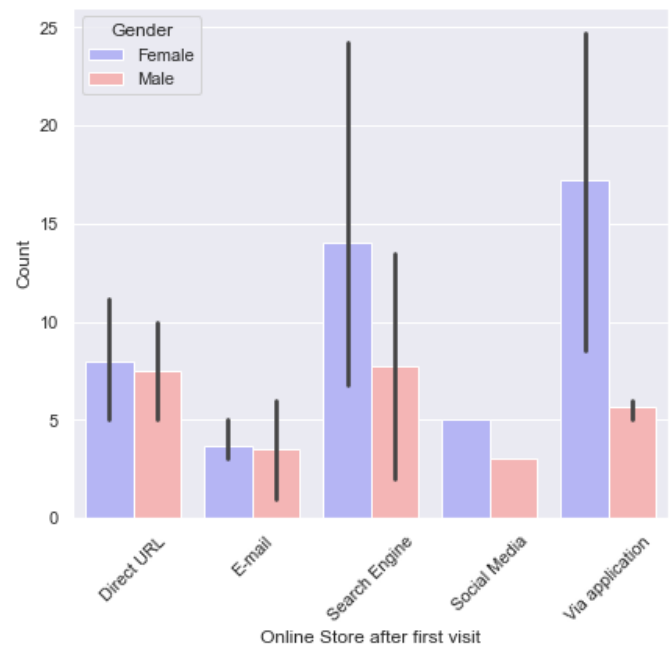
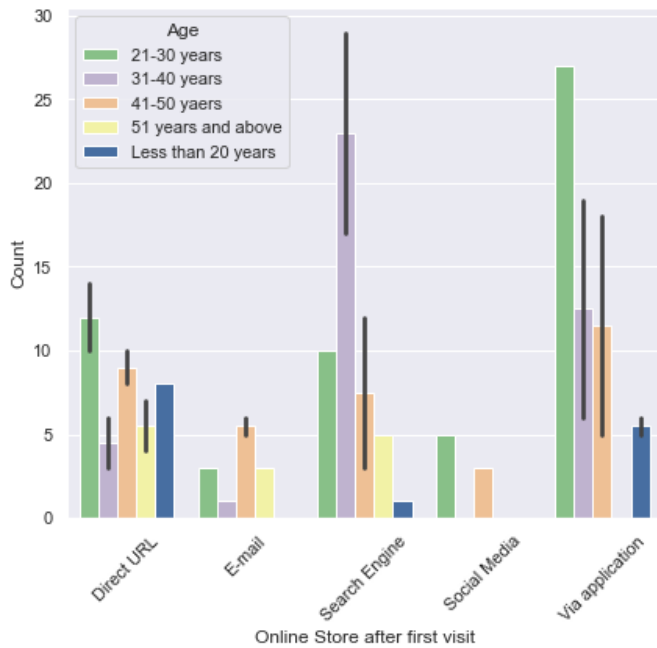
1. As we observe for Channel.
 - i. In the content marketing we observe that 21 to 30 years old are attract use of it and they are majority of females.
 - ii. In the Display Advertise we observe that 41 to 50 years old are attract use of it and they are majority of males.
 - iii. In the Search Engine we observe that 31 to 40 years old are use it for buy online and they are females.

Now observe Time spend before purchase by age and gender to get more idea about buyers.



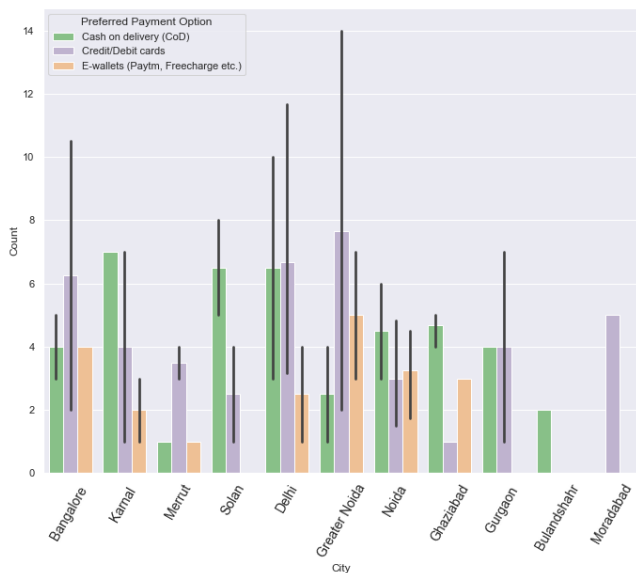
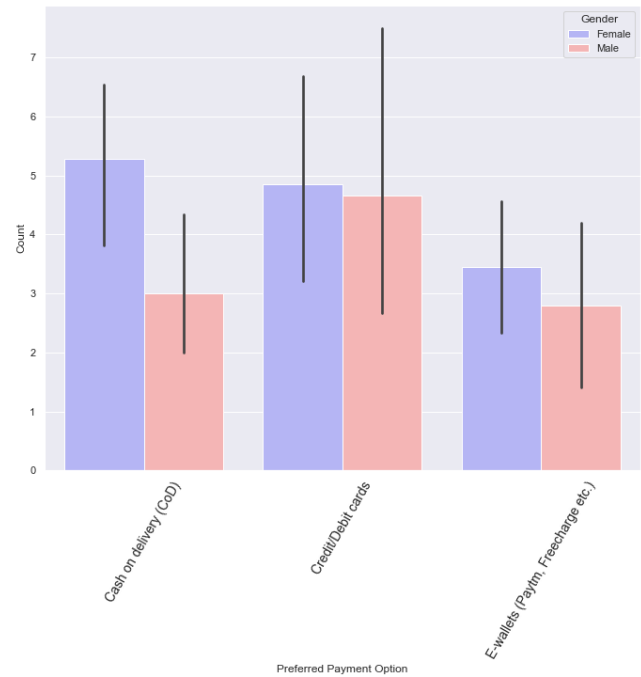
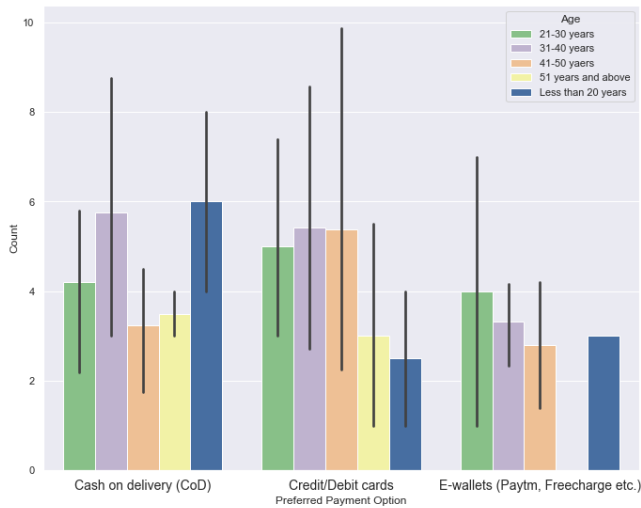
1. As we observe for Time spend before purchase.
 - i. In 1–5-minute, time is taken for purchase in the age group of less than 20 years means children. And majority of gender is female.
 - ii. In 11–15-minute time is taken for purchase in the age group of 21-30 years old. And majority of gender is female.
 - iii. In 6–10-minute time is taken for purchase in the age group of 31-40 years old. And majority of gender is male.
 - iv. In less than a minute time is taken for purchase in the age group of 31-40 years old and less than 20 years old. majority of gender is female.
 - v. In more than 15-minute time is taken for purchase in the age group of 21-30 years old. And majority of gender is female.

Now observe online stores after first visit by age and gender to get more idea about buyers.



1. As we observe for Online Store after first visit.
 - i. By use of Direct URL majority age of 21-30 years old are in it. And for gender it is approx. Same for male and female.
 - ii. By use of Email majority age of 41-50 years old are in it. And for gender it is approx. Same for male and female.
 - iii. By use of Search Engine majority age of 31-40 years old are in it. And for gender it has majority of females.
 - iv. By use of Social Media majority age of 21-30 years old are in it. And for gender it has majority of females.
 - v. By use of Application majority age of 21-30 years old are in it. And for gender it has majority of females.

Now observe Payment preferred by age, gender and city to get more idea about buyers.

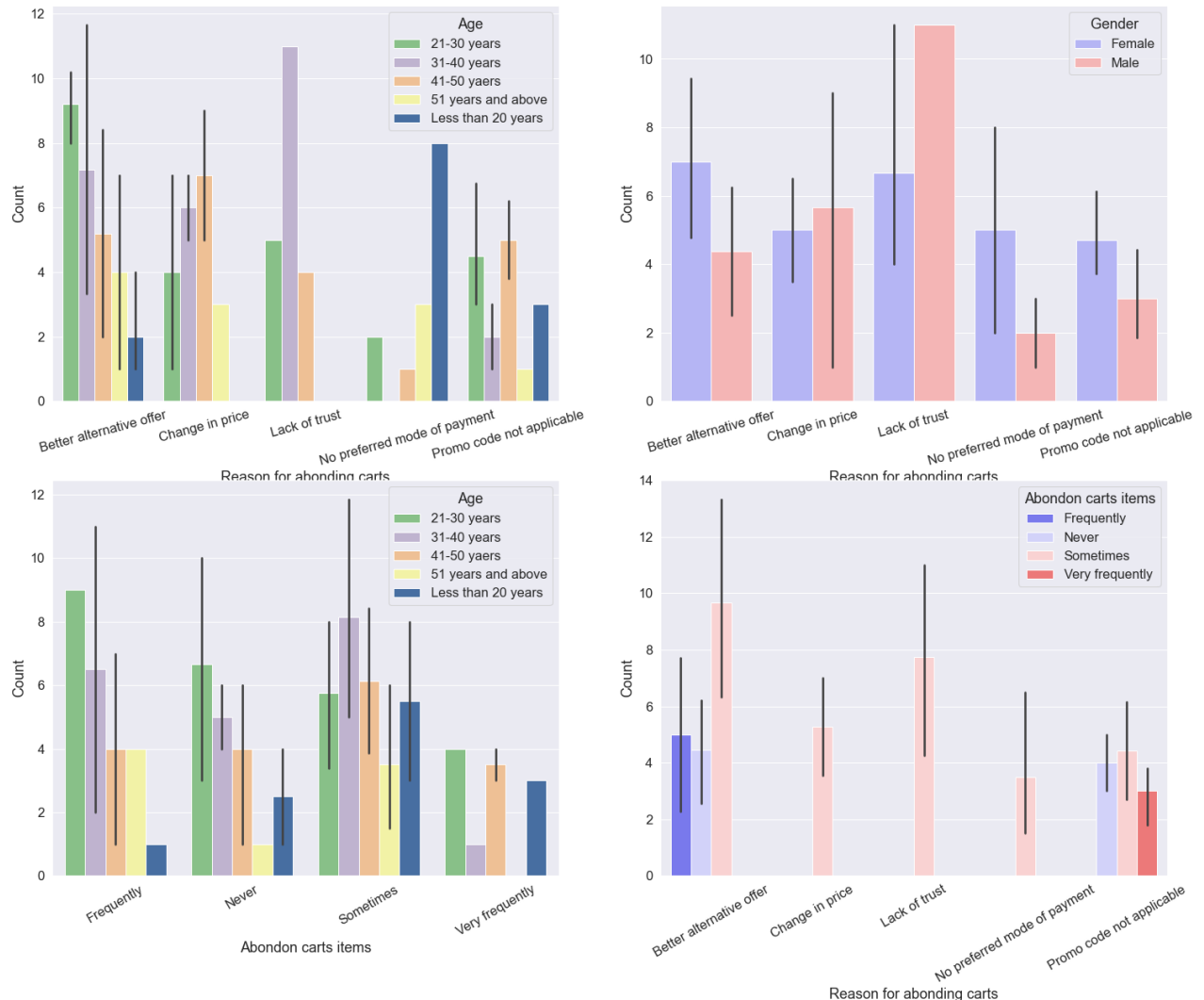


1. As we observe for Preferred payment option.
 - i. In the COD option majority age is less than 20 years and 31-40 years old. And for gender majority it is females.
 - ii. In the credit/debit card option majority age is 31-50 years old. And for gender both male and females are equally usage.
 - iii. In the E wallet card option majority age is 21-30 years old. And for gender majority it is females.

2. As we observe for city by Preferred payment option.

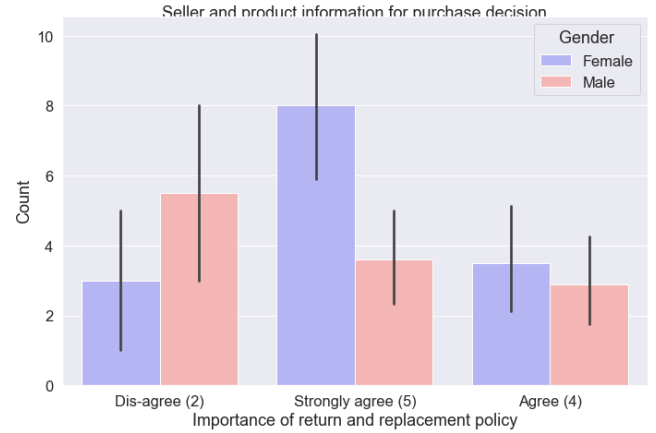
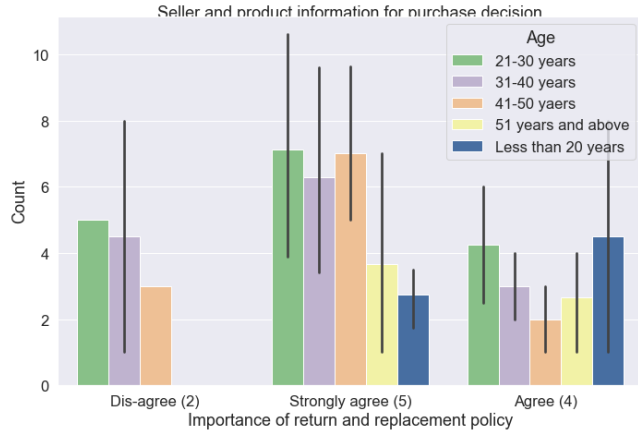
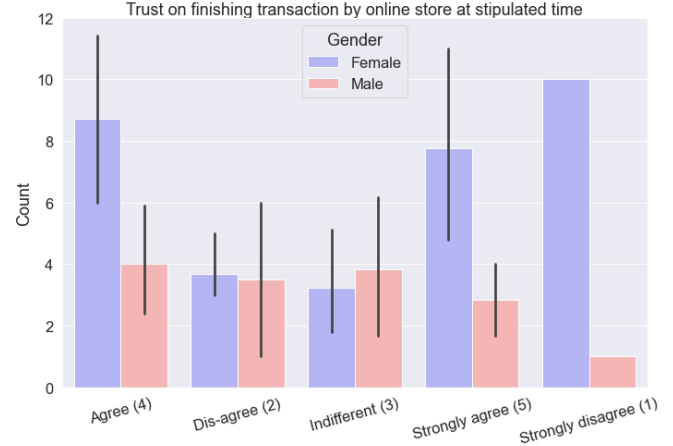
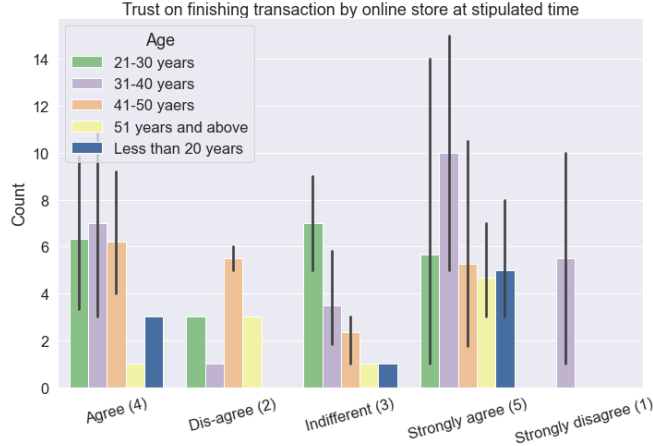
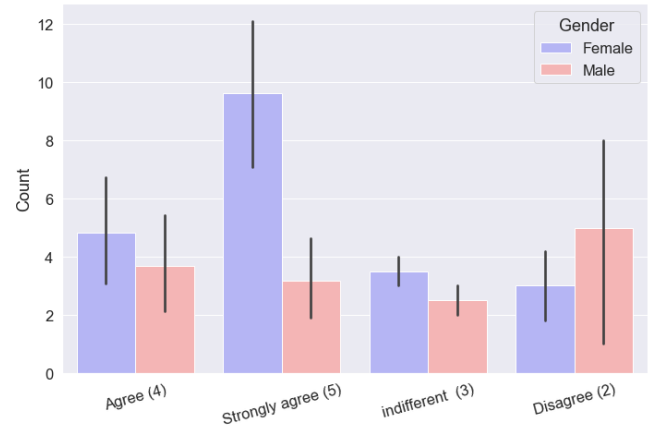
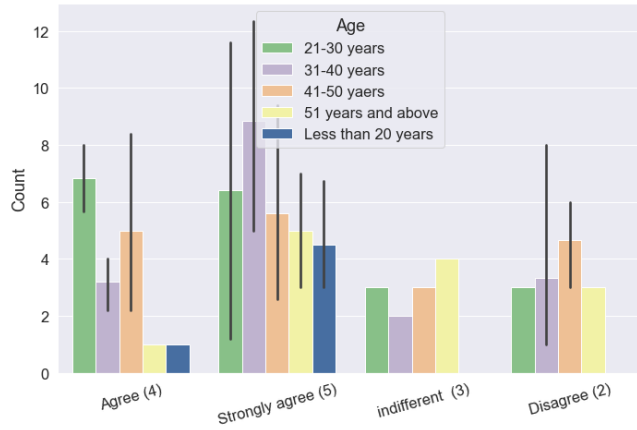
- Bangalore in this city majority buyers are use credit/debit card.
- Delhi in this city majority buyers are use credit/debit card and COD equally.
- Greater Noida in this city majority buyers are use credit/debit card.
- Karnal in this city majority buyers are use COD.
- Merrut in this city majority buyers are use credit/debit card.
- Noida in this city majority buyers are use COD.
- Solan in this city majority buyers are use COD.
- Ghaziabad in this city majority buyers are use COD.
- Gurgaon in this city majority buyers are use credit/debit card and COD equally.
- Bulandshahr in this city majority buyers are use only COD.
- Moradabad in this city majority buyers are use only credit/debit card.

Now observe Reason for abandon cart items and it's frequency by age and gender to get more idea about buyers.



1. As we observe for Reason of abandon items.
 - i. In the age group of 21-30 years are abandon items in their cart some times. And majorities are females. Due to better alternative offers.
 - ii. In the age group of 41-50 years are abandon items in their cart sometimes. And majorities are males. Due to change in price.
 - iii. In the age group of 31-40 years are abandon items in their cart sometimes. And majorities are males. Due to lack of trust.
 - iv. In the age group of less than 20 years are abandon items in their cart sometimes. And majorities are females. Due to there are no preferred mode of options.
 - v. In the age group of 41-50 years are abandon items in their cart sometimes and never. And majorities are females. Due to promocode is not applicable.

Now observe below graphs by age and gender to get more idea about buyers.

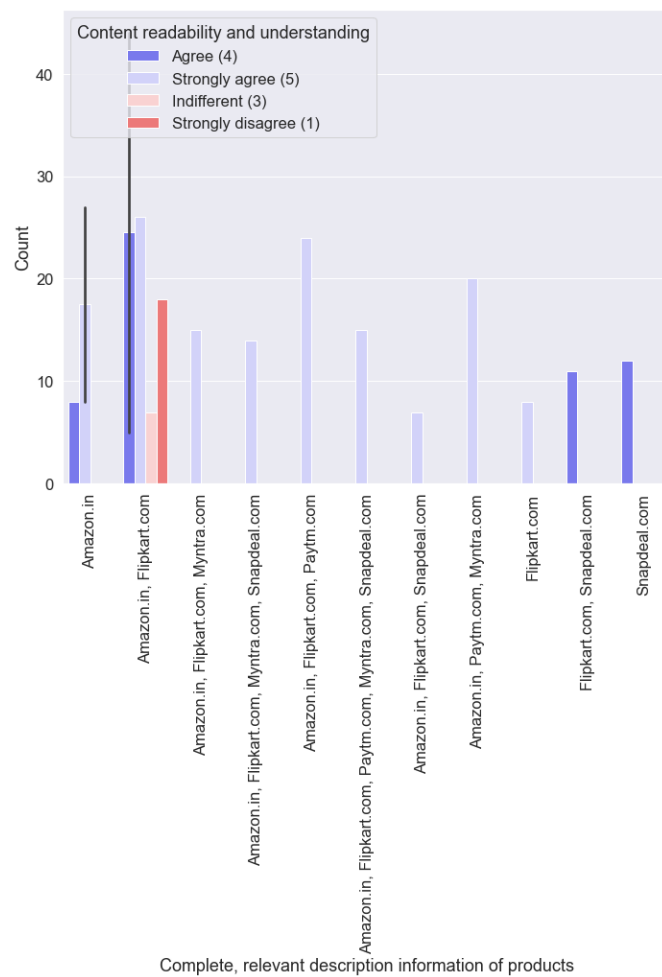


1. As we observe for Trust on finishing transaction.
 - i. In the age group of 21-30 year's old they agree to complete transaction on stipulated time we can observe that majority females are trust to complete transaction on time.
 - ii. In the age group of 31-40 year's old they are strongly agreeing to complete transaction on stipulated time we can observe that males and females both are equally trust to complete transaction on time.
 - iii. In the age group of 51 years and above old they are indifferent to complete transaction on stipulated time we can observe that majority males are there.
 - iv. In the age group of 41-50 year's old they are not agreeing to complete transaction on stipulated time we can observe that majority males are not trust to complete transaction on time.

2. As we observe for Seller and product information for purchase.
 - i. In the age group of 21-50 year's old they are agreeing to seller and product information are required for purchase we can observe that majority females are agree to this is require.
 - ii. In the age group of 41-50 year's old they are Dis-agree to seller and product information are required for purchase we can observe that male and female are equally Dis-agree with statement.
 - iii. In the age group of 21-30 year's old they are indifferent to seller and product information are required for purchase we can observe that majority females are indifferent to this is require.
 - iv. In the age group of 31-40 year's old they are strongly agreeing to seller and product information are required for purchase we can observe that majority females are strongly agree to this is require.
 - v. In the age group of 31-40 year's old only they are strongly dis-agree to seller and product information are required for purchase we can observe that majority females are strongly dis-agree to this is require.

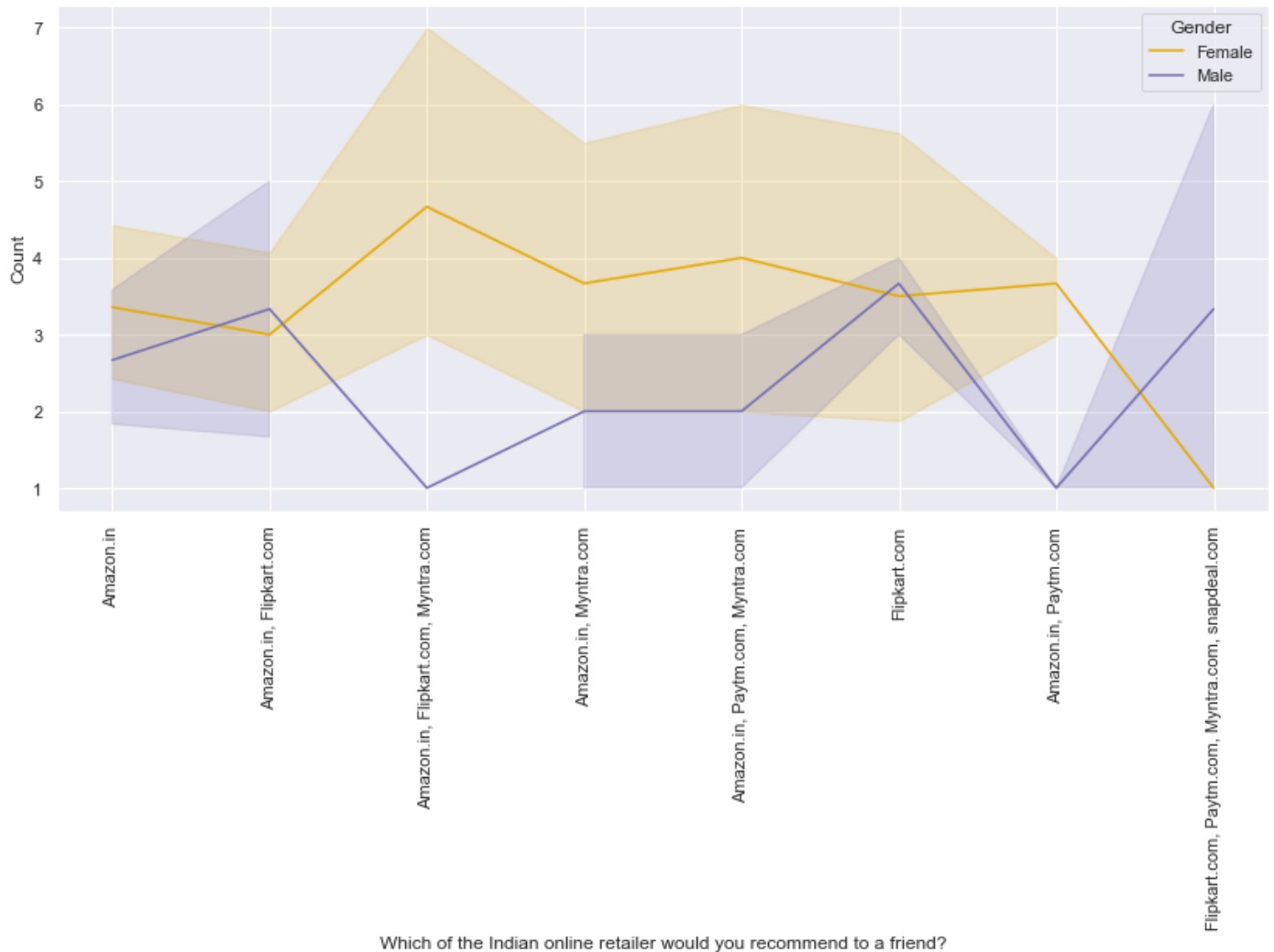
3. As we observe for Importance of Return and Replacement policy.
 - i. In the age group of 21-30 year's old they are Dis-agree to Importance of Return and Replacement policy are required for purchase we can observe that majority males are Dis -agree to this is required.
 - ii. In the age group of 21-30 year's old and 41-50 year's old they are Strongly agreeing to Importance of Return and Replacement policy are required for purchase we can observe that male and female are agree with statement.
 - iii. In the age group of less than 20 year's old they are agreeing to Importance of Return and Replacement policy are required for purchase we can observe that male and female are approximately agree with statement.

Now observe complete relevant description information of product by its frequency



4. As we observe for complete relevant description information.
 - i. Majority buyers are Strongly agreeing with the amazon and flipkart.
 - ii. As we observe for the agree we can observe that most of buyers are agree with the Amazon and Flipkart again.

Now observe Which of the Indian online retailer would you recommend to a friend?



1. As we observe for Which of the Indian online retailer would you recommend to a friend?

1. As we observe for females, they are strongly recommended Amazon, Flipkart and Myntra.
2. As we observe for males, they are strongly recommended Flipkart. And also, we observe that they are not recommended Paytm and Myntra by observe the data.

Now we observe all columns one by one its data

Gender	Female customers have been screened higher than male counterparts (67.28%)
Age	People of age 31-40(30%), 21-30(29.36%), 41-50(26%) has been registered more in online shopping
City	Delhi has seen highest customers in online shopping with 21%
Pin code	Majority buyers are from 201308 pin code
Started Online Shopping	Majority of the people started online shopping 4yrs ago with 36.43%
Online Purchase in Last Year	The frequency of online purchase in last year has remained less than 10times, whereas only few of them did shopping more than 42times
Mode of Internet Access	Mobile internet has been the most commonly used mode among the customers gaining more than 70.25% combine
Device	Majority 52% of the people are using Smartphone for online shopping. Laptop is being used by around 32%
Screen Size	Not preferred any screen size for buy online.
OS	People uses Windows/windows mobile 45%. 31.60% people uses Android
Browser	80% of shopping/visiting the web or apps is done by Google Chrome 80.30%
Channel	85% people prefer search engine. While only 7% each uses marketing and adverts to search for website.
Online Store after first visit	After their visit, most people use search engine to arrive at website. 32% people uses apps after first attempt both are similar
Time spent before purchase	More than 45% customer invest more than 15mins before making purchases.
Preferred Payment Option	55% of people prefer credit/debit card as their payment method. 28% uses COD
Abandon carts items	People discarding cart items sometimes contribute around 63% while only 17% customers never discard their cart items.
Reason for abandoning carts	49% customers discard cart due to alterative offer, 20% out of the total people discard because promo code is not applicable. There are 5% people whose preferred mode of payment is not available
Content readability and understanding	More than 60% agree on content understanding and readability
Importance of similar product for comparison	43 % person strongly agreed
Seller and product information for purchase decision	38% person are agree and 32% are strongly agreed
Clarity of product information	49% person are agree and 39% are strongly agreed
Ease of website navigation	More than 90% are satisfied with the ease in website navigation
Loading and processing speed	more than 83% customer are satisfied with loading and processing speed
User friendly Interface of the website	more than 86% are satisfied with website design
Convenient Payment methods	Only 11% are disagreeing with convenience in payment method
Trust on finishing transaction by online store at stipulated time	more than 83% trust on transaction being done by online store within time
Assistance with queries	87% of customers agrees on getting assistance with query

Privacy of customer	89% customers believe that their privacy is secured
Communication channels	~
Online shopping gives monetary benefit and discounts	70% customer believe that online shopping gives monetary benefit. 18% have indifferent stand to this subject
Enjoyment is derived from shopping online	52% people enjoy shopping online, 27.88% people have unbiased opinion
Shopping online is convenient and flexible	82% people agree on shopping online is convenient and flexible
Importance of return and replacement policy	Majority buyers are required return and replacement policy
Gaining access to loyalty programs is a benefit of shopping online	Majority buyers are said it is required.
Customer satisfaction through quality information	78% customers believe that they gain satisfaction through qualitative info
User satisfaction through good quality website and apps	96% customers are satisfied with quality of website and apps
User satisfaction through benefit	82% customers believes that there are monetary savings in online shopping
User satisfaction cannot exist without trust	Majority said user trust is required for next purchase.
Offering a wide variety of listed product in several category	Majority said that this is require to choose best product.
Provision of complete and relevant product information	most of buyers are agree with the statement
Monetary savings	Around 82% buyers are said on online shopping monetary savings
The Convenience of patronizing the online retailer	71% buyers are agreeing with the statement.
Gives sense of adventure	~
Enhances social status	Majority of the customers have indifferent opinion that online shopping enhances social status
Feel gratification	~
Fulfils certain roles	~
Getting value for money spent	85% customers agrees on getting value for money spent
Shopped from online retailers	30% customers shopped from 5 different retailers
Easy to use website or application	23% buyers are said that Amazon.in, Flipkart.com, Paytm.com, Myntra.com are easy to useful
Visual appealing web-page layout	32% are said that Amazon.in, Flipkart.com have nice web page layout.
Wild variety of product on offer	48% people believes that amazon & flipkart offer wide range of offer on product
Complete, relevant description information of products	37% said that only Amazon.in, Flipkart.com has provide complete information of products.
Loading speed of website and apps	18% are said that Amazon.in is gain less time for loading webpage
Reliability of the website or application	with this statement 23% buyers are voted in Amazon.in
Quickness to complete purchase	Amazon has the speediest process to complete purchase, then after comes Flipkart, Myntra, Paytm and Snapdeal
Availability of several payment options	24% buyers are said Amazon.in, Flipkart.com provide many payments options.
Speedy order delivery	69% believes that amazon and flipkart offers speedy delivery
Privacy of customers information	23% are said that Amazon.in is secured for privacy.
Security of customer financial information	Amazon and flipkart alone has been selected most in terms of financial security.
Perceived Trustworthiness	28% buyers are said that Amazon.in.

Presence of online assistance through multi-channel	Amazon along with flipkart, myntra & snapdeal has presence of online assistance via multiple channel
Longer time to get logged in (promotion, sales period)	21% buyers believe that Amazon.in take longer time to logged in.
Longer time in displaying graphics and photos (promotion, sales period)	22% buyers are said that Amazon.in, Flipkart.com take more time to load images.
Late declaration of price (promotion, sales period)	28% buyers are said that Myntra.com give late price.
Longer page loading time (promotion, sales period)	43% buyers are said that Paytm.com and Myntra.com has taken more time.
Limited mode of payment on most products (promotion, sales period)	When it comes to mode of payments, Snapdeal and Amazon are top markers in providing limited platform for payment mode.
Longer delivery period	Paytm and Snapdeal is been voted highest in terms of delivery period
Change in website/Application design	For web/apps design, amazon got the highest rating 35%
Frequent disruption when moving from one page to another	38% buyers are said that Myntra.com and Amazon.in has some issue for webpage
Website is as efficient as before	35% people believe that amazon is efficient as before, 17% people state that efficiency of flipkart is intact.
Which of the Indian online retailer would you recommend to a friend?	29% people would recommend amazon to a friend, 23% would recommend both amazon & flipkart

Conclusion

❖ Amazon.com: -

- **Require to improve.**
 - During promotions, try to give a disturbance free shopping experience to customers. Like in some time web page error is occurs so, solve it.
 - Provide more payment options. And also give such a reward with some payments option like Credit card over the COD to reduce it.
 - Provide price before promotions.
 - If possible then reduce the delivery time. It is attracting more buyers.
- **Positive points.**
 - Fast delivery is your most key point.
 - Website UI/UX is easy to use and simple.
 - Here, product information is available which is required to the customers.
 - One of most attracting buyers is online assistance.

❖ Flipkart.com: -

- **Require to improve.**
 - During promotions, try to give a disturbance free shopping experience to customers. Like in some time web page error is occurs so, solve it.
 - Provide more payment options. And also give such a reward with some payments option like Credit card over the COD to reduce it.
 - Provide price before promotions.
 - If possible then reduce the delivery time. It is attracting more buyers.
 - Amazon and Flipkart are almost provided same things to customer do something new to more grow in market.
- **Positive points.**
 - Fast delivery is your most key point.
 - Website UI/UX is easy to use and simple.
 - Here, product information is available which is required to the customers.
 - One of most attracting buyers is online assistance.
 - Perceived trustworthiness.
 - Provide wide variety of each product.

❖ Myntra.com: -

- **Require to improve.**
 - During promotions, try to give a disturbance free shopping experience to customers. Like in some time web page error is occurs so, solve it.
 - Provide more payment options. And also give such a reward with some payments option like Credit card over the COD to reduce it.
 - Provide price before promotions.
 - Higher delivery time. This is not good you should reduce it.
 - Provide wide variety of products.
 - UI/UX is good but now create more attractive.
 - Give offer to attract customers.
- **Positive points.**
 - Here, product information is available which is required to the customers.
 - Perceived trustworthiness.

❖ Paytm.com: -

○ **Require to improve.**

- During promotions, try to give a disturbance free shopping experience to customers. Like in some time web page error is occurs so, solve it.
- Provide more payment options. And also give such a reward with some payments option like Credit card over the COD to reduce it.
- Provide price before promotions.
- Higher delivery time. This is not good you should reduce it.
- No males are referred Paytm to his friends for that you have to research for males and give such a offer for male categories.

○ **Positive points.**

- Quick to complete order.
- Very less time to logged in.
- Easy to use.
- Majority use both website and app.

❖ Snapdeal.com: -

○ **Require to improve.**

- During promotions, try to give a disturbance free shopping experience to customers. Like in some time web page error is occurs so, solve it.
- Provide more payment options. And also give such a reward with some payments option like Credit card over the COD to reduce it.
- Provide price before promotions.
- Higher delivery time. This is not good you should reduce it.
- No one are referred Snapdeal to his friends for that you have to research for it and give such a offer for male and females.
- Do Perfect website UI/UX for easy

○ **Positive points.**

- Majority are happy because they financial information is secured.