



CUSTOMER RETENTION PROJECT

Submitted by:
Kritanjay Singh

ACKNOWLEDGMENT

In this project the dataset is given by the company and the project is done on the Jupyter Notebook in Anaconda.

INTRODUCTION

- **Conceptual Background of the Domain Problem**

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.

- **Review of Literature**

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.

- **Motivation for the Problem Undertaken**

The data is collected from the Indian online shoppers. Results indicate the e-retail success factors, which are very much critical for customer satisfaction. The customer satisfaction is one of the most important factors that guarantee the success of online store; then only the customer can repurchase and recommend to the others only if the product from the shop is good.

customer_retention_dataset - Excel (Product Activation Failed)

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW Microsoft account

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AY15 Amazon.in, Flipkart.com

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- **Exploratory Data Analysis**

In this project first we check the Datatypes and the shape of the dataframe and after that we check the null values present in the dataframe ,which is not present in the dataset.

As there are 269 rows and 71 features are present in the dataset all only 1 column was integer and remainings were object datatypes. After this we count the unique values in each columns and for the better understanding of the given data we used the seaborn and the matplotlib libraries to represent the data graphically.

- **Hardware and Software Requirements and Tools Used**

The Project is done on the Window 10, here we use the Software Anaconda platform (Python 3.8.5 64 bit) and the project is done on the Jupyter Notebook where we run different python libraries such as

- Pandas
- Numpy
- Matplotlib
- Seaborn

CONCLUSION

- **Key Findings and Conclusions of the Study**

Here we find that :

1) The most of the Online customers are females while males are less.

2) The Age group of these peoples are maximum in between 21-40 years.

3) The Maximum people are from the Delhi , Noida , Greater Noida and Bangalore.

4) Most of the people have the 4+ years of experience in online shopping.

5) Most people use the Mobile Internet while using the online shopping website.

6) Most people use mobiles and laptops for the online shopping.

7) Credit/Debit cards are mostly preferred by the people for the payments.

8) Mostly people read and understand the information which is present on the website and the strongly agree with all the data given in the website.

9) Most of the people preferred Amazon.in and flipkart.com for the online shopping

10) Paytm and Snapdeal are very least use website for the online shopping , while amazona and flipkart are very highly using websites.

10) Among flipkart and Amazon.in, Amazon is more used by the people as it provides security, quick purchasing, many payements options, fastest delivery, trustworthy and easy to use and understand interface.

- **Limitations of this work and Scope for Future Work**

The limitations of this work is that the complete data is not present in the set and also the target column is not present in the set. The Future scope of this work is that when its target column is present we can find the relationship of columns and the relationship of columns with the target column and then hence we can done the model training.