

Customer Activation & Retention

Project Report

1. Introduction

Customer retention refers to the activities and actions companies and organizations take to reduce the number of customer defections. The goal of customer retention programs is to help companies retain as many customers as possible, often through customer loyalty and brand loyalty initiatives. It is important to remember that customer retention begins with the first contact a customer has with a company and continues throughout the entire lifetime of the relationship.

2. Problem Definition.

Business enterprises across the globe are experiencing a significant change in the economy and turning their attention towards e-commerce business. By increasing the retention of customers and users. The significant growth of ecommerce industry has made the competition more intense among marketers. Maintaining customer retention strategies the customer retention strategies in e-commerce business .The study was descriptive in nature with convenience sampling method employed. A well-structured questionnaire was distributed to the respondents. The questionnaire was divided into two parts: the first part collected the demographic information and the second part was framed to identify the customer retention strategies. EXCEL and SPSS were the statistical tools used to analyze the data and the findings were presented through graphs and charts with interpretations.

In addition , 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. In This research furthermore we have to investigate 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.

3. Experimental Evaluation

3.1 Methodology

The data is collected from the Indian online shoppers. In this analysis we have seen each aspect of scenario. We have used various libraries like Seaborn, Matplotlib, Numpy and Pandas. The most of data contain categorical variables hence we have used the univariate analysis to get better in-sights.

3.2. Future Work

In order to Improve data quality to generate the right results and avoid making incorrect conclusions, we have used data cleaning and null values detection method also. In addition there are few columns which are quite messy hence we have transformed into short line using pandas function.

3.3 Results

Results indicate the e-retail success factors, which are very much critical for customer satisfaction. Besides this through analysis we found vital informations about customers positives and negative behaviors towards different kind of e-commerce platforms.

6. Conclusion

Data analysis is a proven way for any organizations and enterprises to gain the information they need to make better decisions, serve their customers, and increase productivity and revenue. The benefits of data analysis are almost too numerous to count, and some of the most rewarding benefits include getting the right information for business, getting more value out of it. And it creates more effective marketing campaigns, gaining a better understanding of customers, and so on. Furthermore, there are many points like available service in respective city, decision time for first shopping and most important preferred payment Options such factors contributing most. However, there are few reasons also where customers selected the products and left as it is in the cart. As per the analysis we found various reasons like lack of trust, promo code not applicable or they got better alternate offer could be offline shopping mode and frequent change in price so on.

Return and replacement policy of the re-tailer is important for purchase decision. I analysis we found highest ratio of male and female those are strongly agree with replacement policy. And different type of loyalty program's give benefit's and attract customers for shopping online.

Although, we can say that such data in-sights gives enterprises the ability to listen to customer interactions, learn from behavior and contextual information, create more effective actionable insights, and execute more intelligently on insights in order to optimize and engage targets and improve business practices.