PROJECT REPORT

This project is all about Customer Retention. Here, retention used to control when your organization's data can be deleted and improve customer loyalty, policy. In simple terms, retention means to use or control of something or to take possession.

OBJECTIVES

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. For example the data is collected from the Indian online shoppers. Results indicate the e-retail success factors, which are very much critical for customer satisfaction.

METHODLOGY

Firstly, the extraction of the file into the CSV file and then use in the notebook to analyse more data from the dataset. The shape of the data frame is about 269, 71. The data frame types is object type with the length of 70 and int64 type of 1.

MAJOR FINDINGS

It's an always on program that needs careful monitoring to ensure it continues to deliver back to the business. A program is a business strategy that aims to retain as many customers as possible and improves customer relationships.

By using Exploratory Data Analysis, to visualization tools, summary tables to show analyse the datasets.

CONCLUSION

Customer Retention is a critical activity in today's world or surroundings. It helps in providing control whenever the organization lose their control over the customer. Its objective really helps to overcome this problem by 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. By using various methods in EDA from the datasets to analyse such visualization of datasets.

THANK YOU