Customer Retention Project

This is a dataset which indicates

1)Who are the shopping Customers

2)How are the customers feeling

How is the Data set Processed

Divide the data set into 2 Separate Datasets

1)1-17 columns to understand the Customers

* How is the distribution of the customer across Age, city, Pin Code, Shopping\_time, How many time online\_purchase was done in 1year, How is internet accessed What is the device\_used, what is the screen size of the majority of the customers, What is the operating\_system , What is browser on which it is runed, what is the channel\_to\_favorite\_online\_1sttime 269 non-null object, How do there reach\_online\_retailstore, How much time\_explored 269 non-null object, what are preferred\_payment methods, abandon\_shoppingcart , Why\_abandon\_Shoppingcart
* This would help to expand/improve the No. of Customers
* What are the correlated columns which would help us the concentrate on these attributes for our business/ or try to improve the business in less distributed attributes

2)How is the Customer feeling

These are the columns from 18-47, Where the information on how the customer is feeling

This information who help the client to work on attributes which are not liked or feasible for lot of their customers.