

Customer data retention dataset:

## 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.

1)first upload the dataset.check the maximum no of columns in the dataset.

Preprocessing the column names.check the datatype of each column.

We found that every column in the dataset is the categorical columns.

Next we check whether the data contains the null values are not.

We don't have any null values.so we can proceed .

Next step is to analyze the data. i.e.univariate analysis.

We use the analyze of personal info column using the pie chart .we plot the observations.

*Next step is to convert years to numbers for better understanding and analysis using violinplot.*

*Next we analyzed online retailing column using barplot.*

*Highest number of people have been shopping online for above 4 years except for the age group below 20 years and above 50 years. People who are shopping online for 1-2 years does not include teenagers and elder people.*

*Next step is to Converting Years to numbers for better analysis. n lines, we can see that density of female customers is more than male. Men living in banglore and ghaziabad shop have shopped online for less than.*

*We observed that Amazon, Flipkart have been had the highest votes for having all the positive points and have maintained a very good brand image followed by paytm and myntra using the pie chart.*

*We can clearly see that most of the time people abandon the bag is beacuse they get a better alternative offer or promo code not applicable using the stripplot.*

*#Customers seem to be more loyal to amazon, flipkart and paytm as even though many of them have given negative remarks about them still they would recommend amazon,flipkart and paytm.*

*Next step is to standardize the data and split into training and testing data.*

*Next step is to select the features using Pca method.*

*Then we train the model with different models.*

*Select the best model i.e randomforest model in our case.*

*Next we hypertune the model with best parameters.*