

PROJECT REPORT FOR CUSTOMER RETENTION

The customer retention dataset is all about the customer satisfaction.

This dataset contains the 47 columns and 269 rows with all the e-commerce websites.

Dataset containing no missing values.

Customer dataset is in excel form.

I did the heatmap and data analytics on this dataset.

After doing heatmap analysis I found no missing values in the dataset.

For correlation coefficient dataset has its values in the jupyter notebook.

I also defined X and y variable for model evaluation.

The information of dataset contains the 71 values and int 64.

CONCLUSION:

The customer retention dataset contains the all customer satisfaction on every e-commerce websites.

The correlation coefficient is very import in this dataset.