CUSTOMER ACTIVATION AND RETENTION PROJECT REPORT

JULY 2022

Prepared by:

RAVINDER SINGH

(Internship 28)

FLIP ROBO TECHNOLOGIES

INTERNSHIP PROJECT

Note: It is assumed that you have already read the Ipynb document "Customer_Activation_Retention.ipynb"

Importing Libraries

```python
import pandas as pd
import numpy as np
import warnings
import seaborn as sns
import matplotlib.pyplot as plt
warnings.filterwarnings('ignore')
```

Importing Dataset

	1Gender of respondent	2 How old are you?	3 Which city do you shop online from?	4 What is the Pin Code of where you shop online from?	5 Since How Long You are Shopping Online ?	6 How many times you have made an online purchase in the past 1 year?	7 How do you access the internet while shopping on-line?	8 Which device do you use to access the online shopping?	9 What is the screen size of your mobile device? \t\t\t\t\t	10 What is the operating system (OS) of your device? \t\t\t\t	...	Longer time to get logged in (promotion, sales period)	Longer time in displaying graphics and photos (promotion, sales period)	Late declaration of price (promotion, sales period)	Longer page loading time (promotion, sales period)	Li mc payme prc (prom sales pc
0	Male	31-40 years	Delhi	110009	Above 4 years	31-40 times	Dial-up	Desktop	Others	Window/windows Mobile	...	Amazon.in	Amazon.in	Flipkart.com	Flipkart.com	Ama
1	Female	21-30 years	Delhi	110030	Above 4 years	41 times and above	Wi-Fi	Smartphone	4.7 inches	IOS/Mac	...	Amazon.in, Flipkart.com	Myntra.com	snapdeal.com	Snapdeal.com	Snapdea

2 rows × 71 columns

Understanding Data

```
data.nunique()
```

```
Gender                        2
Age                           5
City                         11
Pincode                      39
Shopping Since                5
                            ..
Longer_delivery_period        6
website/Application_design    7
Frequent disruption           8
website_efficiency            8
Recommend                     8
Length: 71, dtype: int64
```

EDA

Univariate Analysis

Gender

The women are almost twice than men who have taken this survey.

Age

Majority of the people taking this survey are in their 30's followed by 20's, teenagers and senior citizen are the least in number.

City

Majority of the people taking this survey belong from delhi, noida and banglore, ambiguity can also be seen as noida has two categories (noida and grater noida) which need to be handled

Shopping Since

Majority of the people taking this survey shopping online have been shopping from a long time.

No of times in a Year

Majority of the people taking this survey shop online 10 times a year, ambiguity can also be seen for range '41 and above' '42 times and above' which needs to be handled

Analysis on the basis of Various following factors

Intention of Repeat purchase:

No.of times Last year

Heavy shoppers who shop more than 41 times a year shop from all the online brands

People shopping less than 10 times a year seem to exclude myntra (prefer amazon,flipkart,snapdeal,paytm)

Note

People shop from Amazon and flipkart whatever be the case.

E-stores v/s Reason not to Buy

Majority of the time people abandon the bag is because they get a better alternative offer or promo code not applicable.

Change in price is also a reason (it can be delivery Charges)

Gratification:

Majority of the people who have shopped from amazon, flipkart and paytm are satisfied.

Also data Implies

People who shop from a more number of online brands doesn't seem to be satisfied.

Loyalty Program Benefits:

People shopping from amazon and paytm are getting benefits from the loyalty points

flipkart and snapdeal also seems to give such benefits

Contrary People who shop from almost everywhere disagree with this statement too

Age v/s Shopping Since
Highest number of people in the Survey have been shopping online for above 4 years except for the age group below 20 years and above 50 years.

Note
People who are shopping online for 1-2 years are in the age group of 20-50 no teenager and elder people

City v/s Average years (Gender)
Highest number of men shopping online belong from delhi and noida, while men from Moradabad have been shopping online for the longest.

 Women from meerut and noida have shopped the longest.

 Men living in Banglore and Ghaziabad shop have shopped online for less than 1 year.

How Reached to E-Store
Traffic to the e-stores are not Only through the Application people are shopping through direct urls and search Engine. Search Engine optimisation can increase traffic on the E store

Brand Image

Amazon, Flipkart have been had the highest votes and have maintained a very good brand image followed by Paytm and the Myntra.

Loyalty v/s Negative Side to the E-store

Loyalty of the customer is towards amazon, flipkart and paytm even though many of them have given negative remarks about them still they would recommend these platforms to their friend

Or

There no better alternative to these Giants

<u>Suggestions</u>

This study suggest following outputs which might be useful for E-commerce websites to extend their business

- The cost of the product, the reliability of the E-commerce company and the return policies all play an equally important role in deciding the buying behaviour of online customers.
- The return policies are important because in online retail customer does not get to feel the product. Thus, he/she wants to be sure that it will be possible to return the product if he does not like it in real.
- The cost is an important factor as it was the basic criteria used by online retailers to attract customers. The reliability of the E-commerce company is also important, as it is even required in offline retail. It is important because customers are paying online, so they need to be sure of security of the online transaction.
- All the websites Un-equally preferred by online customers. Amazon was the most preferred followed by Flipkart. These two companies are most trusted in the industry and hence, have a huge reliability. Also, the sellers listed on these websites are generally from Tier 1 cities as compared to Snapdeal and PayTM which have more sellers from tier 2 and 3 cities. Also, these websites have the most FLEXIBLE return policies as compared to others and also the time required to process a return is low as well.
- Social media is also important to gain new customers.
- As the traffic to the e-store is through Search engine mostly Search Engine optimization can increase some traffic

REFRENCE:

1. https://github.com/Ravinder-Singh-1993/internship/blob/main/Customer_Retition/Customer_Activation_Retention.ipynb

2. https://github.com/Ravinder-Singh-1993/internship/blob/main/Customer_Retition/E-retail%20factors%20for%20customer%20activation%20and%20retention.pptx