E-retail factors for customer activation and retention: A case study from Indian e-commerce customers

Problem Definition:

As 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

Scope:

- The scope of this sample is to perform EDA (only the data analysis part) on the given dataset
- We execute the project in Jupyter Notebook
- We need to perform the data visualization by using any plots

Plan:

We do follow the steps of Machine Learning projects, with check the dataset ,identifying the dataset, checking for null values in each columns , checking the datatypes of the columns , if any missing data in the columns is present then replace it with mean/median/mode accordingly, check the uniqueness of all columns and finally use the data visualization techniques to check for outliers and skewness

Data Acquisition and Understanding:

Raw data

- The data was extracted from the folder provided with name Customer_retension_dataset.
- The size of the dataset is 269 rows and 71 columns

Data Visualization:

We have used several plots to carry out the univariate and bivariate analysis, thus to check for outliers and skewness.

For the data(columns) with high skewness, we have represented with the normal distribution curve, to check for the data spread

As this is a categorical problem, we do not remove any outliers

Conclusion:

As the dataset provided of an Indian online shoppers ,the results indicate the e-retail success factors

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