CUSTOMER RETENTION CASE STUDY

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

Overview -:

In e-commerce store customers satisfaction is one of the most important factor that guaranteed the growth of business. For growing business customer's loyalty and customer's satisfaction are the most important factors. In e-commerce store customer wants good quality of products, discounts, trust, quality of the web application, net benefit, information about the products .

Introduction -:

Customer retention case study is based on various factor.At the end we have to find out ,which of the indian online retailer would we recommend. Firstly we have to find out which factors are important to find out which web application is best for online shopping and which are not important, we have to delete that column.

We have to classified the factors in different different groups so that its easy to find which features are important and which is not.

Description -:

We made a two groups. One is for personal information and second is for customers review.

Data Analysis -:

In customer retention we plot a graph for each categorical data and numerical data.

After the data visibility we convert all the categorical columns into an integer.

After data visualization we split the data into x and y. After separating the data into features and target, we send the data for training and testing. After training and testing we apply the different model on dataset to check the accuracy. Accuracy score is the most important factor for data modling.

Given dataset is classification dataset, so we apply different classifiers on dataset.

Conclusion -: The accuracy score for all classifier is 100 percent.

, one group is for all the personal information and