

Project Report

Customer Retention

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

In this problem there is a collection of data which is created after survey. It is tried to find out the various factors about the online shopping from customers. We have to do the analysis of the data to see the factors that affect the success of online stores, and try to find out how we can improve them to retain the old customers as well as gain new customers.

Addressing the Problem: - First we will see the data which is collected and find out the data which is of actual use i.e. the factors which can do several impact on online shopping stores. 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. We will do the analysis of the data to find out the different types of service quality, system quality, quality of the information provided by the online stores, trust of customers and overall benefit that customer gain from online stores.

Datasets used: -

Pandas library – We will use this library to see the different details of the dataset.

Warnings – We will use this to restrict from showing the unnecessary warnings.

Seaborn – We will use this library to make the countplot of the data, it will make easy to see the effect of different factors.

Steps used: - Here first we have imported the data from the excel datasheet.

Then we analyse the collected data and do find the factors that are of use.

Then we have segregate these columns which collected the usable data.

After that we have plotted the column data into graph.

Analysis of the data: - The data are plotted on graph makes easy to do the analysis and makes it easy to understand different trends or factors. So, the data are plotted on graph of different factors and tried to see them that what helps more number of people, and by which the people encourage to do the shopping from online stores.

Conclusion: - By doing the analysis of different data it is seen that the people will not hesitate to shop online if they get value for money spent, good service, easy return and replacement service, the website is easy to use, the payment methods should multiple or desired, the all-relevant information of the product should be clear, there should be guarantee of the customer privacy etc. These are some common factors which if handled properly and give user the best experience then the customer will not hesitate to do shopping online and the website will manage to retain their customers.

Made by

Suraj Kumar

Batch number – Internship 34