

# Business Problem

Enhancing Customer Satisfaction and Retention in the E-commerce Platform

## Objective

The objective of this data analysis is to identify key factors that contribute to customer satisfaction and retention in the e-commerce platform. By understanding customer preferences and pain points, the goal is to provide actionable insights to improve the overall shopping experience and increase customer loyalty.

## Assumptions

1. The data provided is representative of the entire customer base of the e-commerce platform.
2. The data is accurate and free from significant errors or missing values.
3. The customer satisfaction and loyalty metrics used in the analysis are valid and reliable indicators of customer sentiment and behavior.
4. Any customer segmentation used in the analysis is assumed to be well-defined and relevant for understanding customer behavior.
5. The survey questions were designed and conducted appropriately to gather relevant insights.

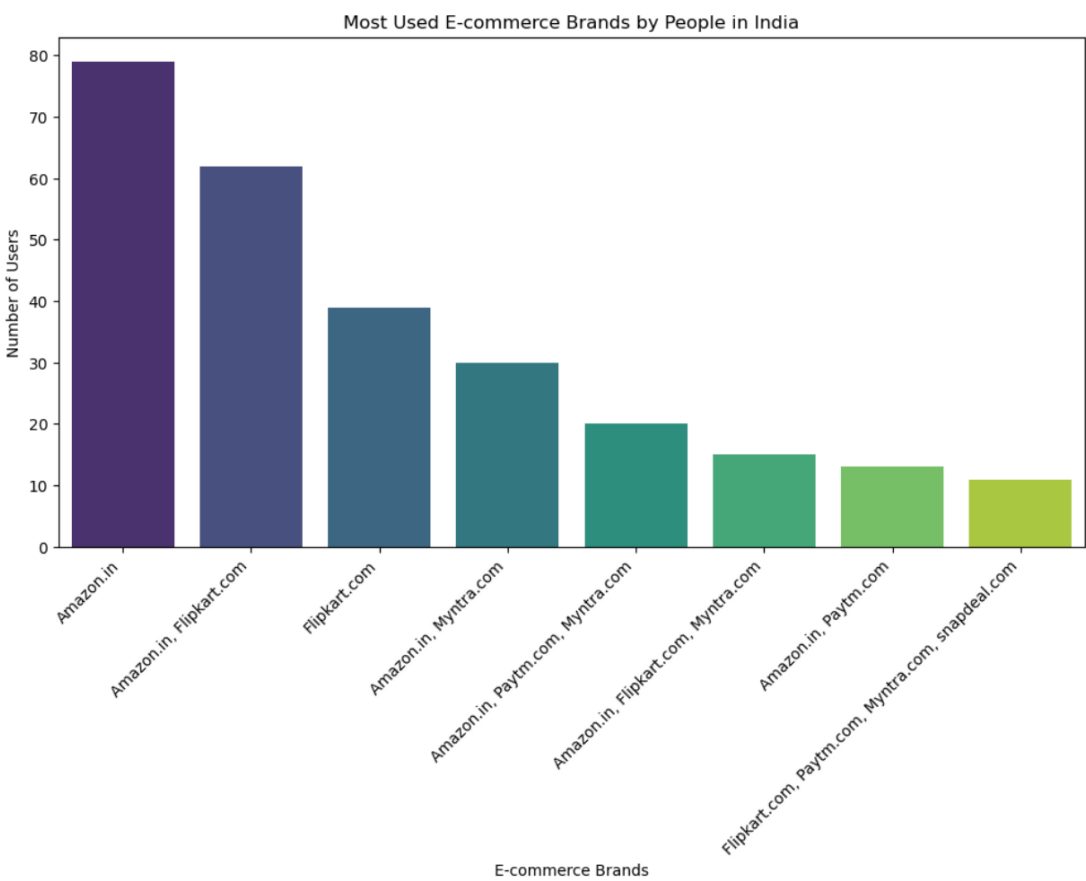
## Research Questions

1. Which e-commerce brands are the most preferred and recommended by customers?
2. Which city do you shop online from?
3. How do different payment methods impact customer satisfaction and purchase behavior?
4. What is your preferred payment Option?

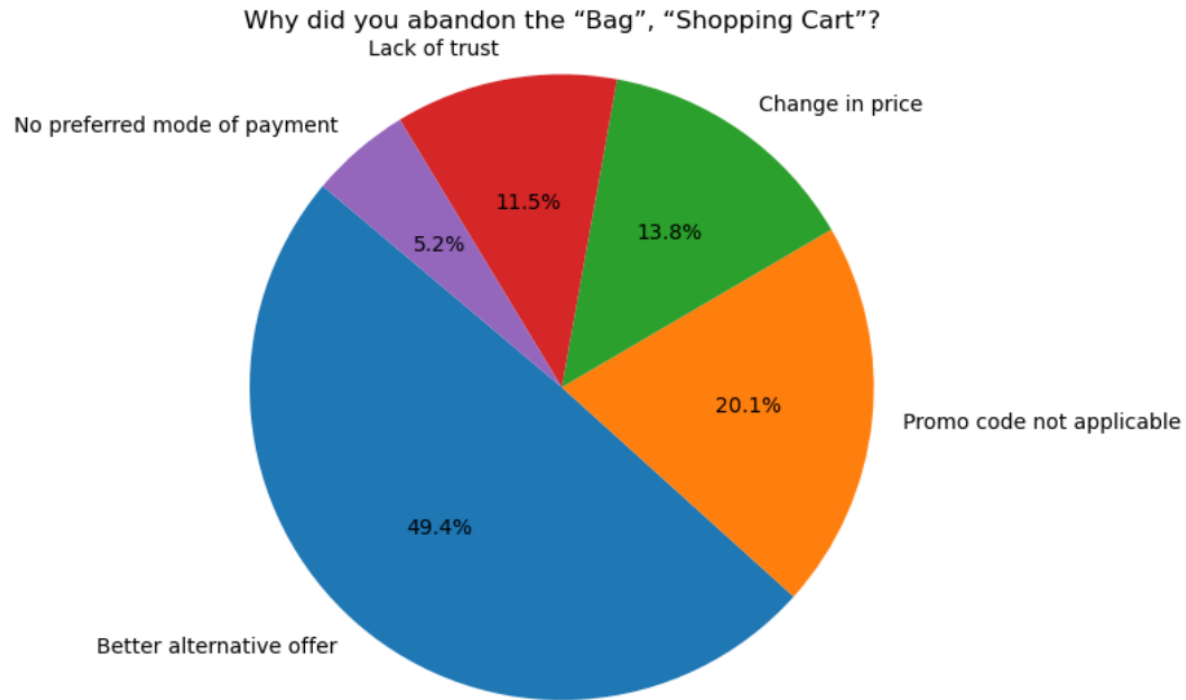
## Hypothesis

1. Customer satisfaction in the Indian online retail market is positively correlated with service quality, system quality, information quality, trust, and net benefit.
2. The availability of diverse payment options positively affects customer satisfaction in the Indian online retail market.
3. A positive correlation exists between a seamless and user-friendly online shopping experience and repeat purchase intentions among Indian online shoppers.

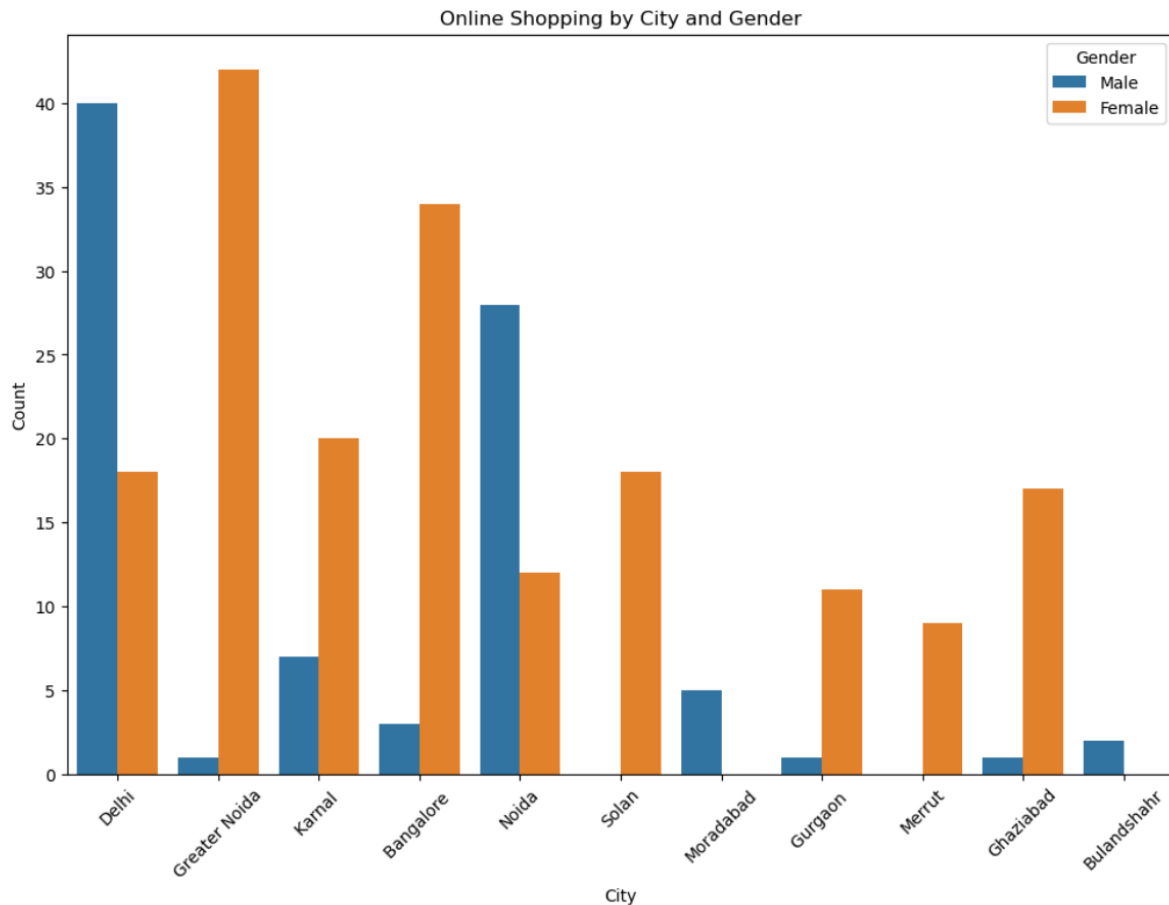
# Analysis And Findings



Our data analysis reveals that Amazon and Flipkart are the most popular e-commerce brands in India, with high customer satisfaction and frequent recommendations. However, other brands seem to lag in customer satisfaction, suggesting the need to address potential issues to improve overall performance.

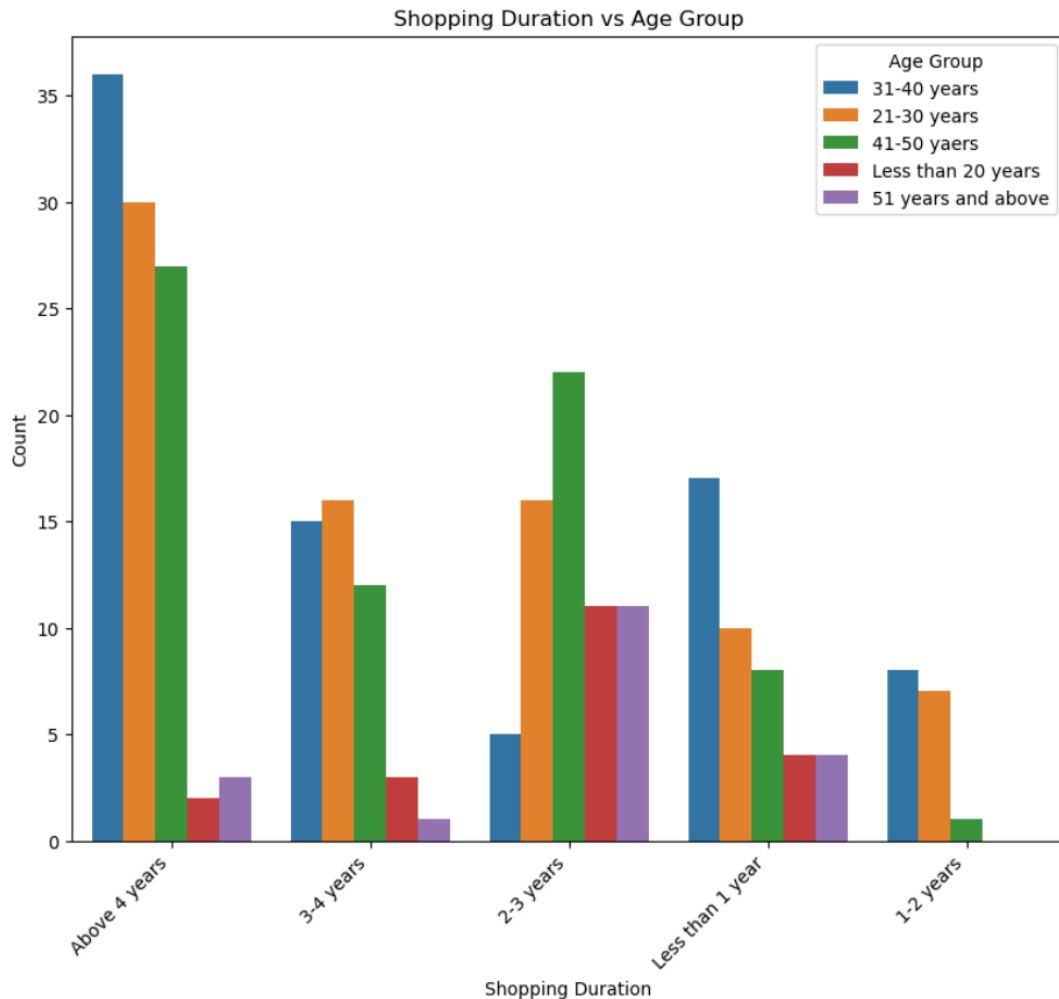


Amazon and Flipkart stand out as the top e-commerce choices for Indian customers, backed by strong recommendations and high satisfaction levels. However, the graph highlights various reasons leading to customer dissatisfaction, including better offers from competitors, inapplicable promo codes, and issues related to trust. To improve customer retention, companies should prioritize addressing these areas of concern.



Above analysis indicates that 63% of heavy shoppers are female, while the remaining are male. Among the female shoppers, there is a significant demand from the cities of Greater Noida, Bangalore, and Delhi. For male shoppers, the focus cities are Delhi and Noida.

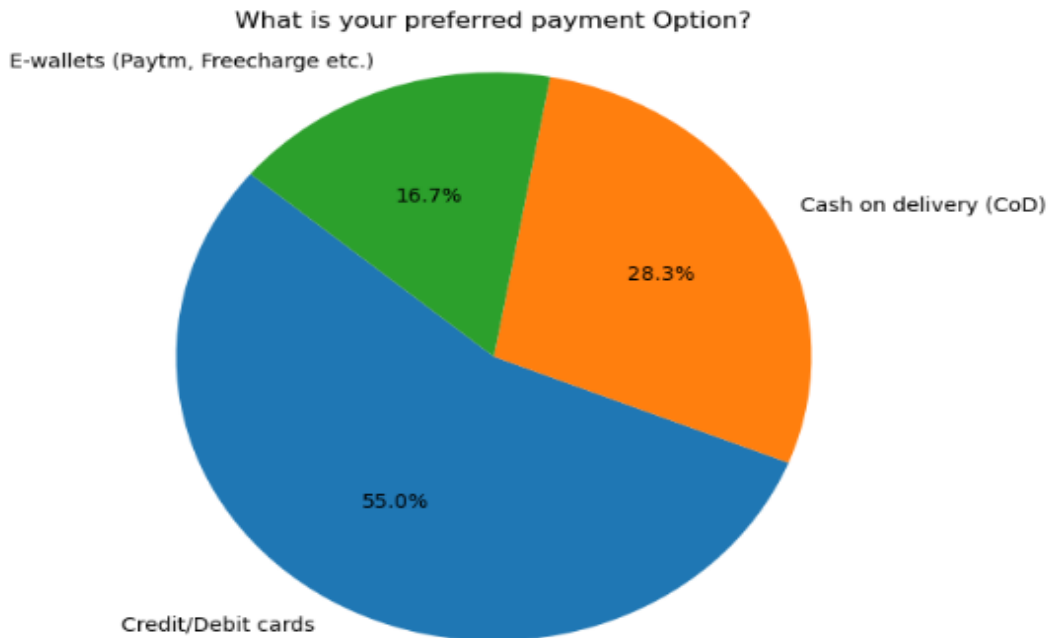
Based on these findings, we recommend that companies prioritize their efforts towards female customers, as they represent a substantial portion of heavy shoppers. Additionally, directing attention to the cities of Greater Noida, Bangalore, and Delhi for female shoppers, and Delhi and Noida for male shoppers, could prove beneficial due to the high demand observed in these areas.



This analysis highlights age as a crucial factor in customer behavior. To maximize their impact, brands should focus on the age group of 21 to 50 years, as these customers have shown sustained loyalty over five years.

To engage this target demographic effectively, we recommend offering tailored sales and exclusive offers that resonate with their preferences and needs. Personalized discounts, loyalty programs, and rewards can incentivize repeat purchases and foster a sense of brand loyalty. Social media engagement and customer feedback can also help reinforce brand credibility.

Moreover, gaining trust is paramount in retaining customers.



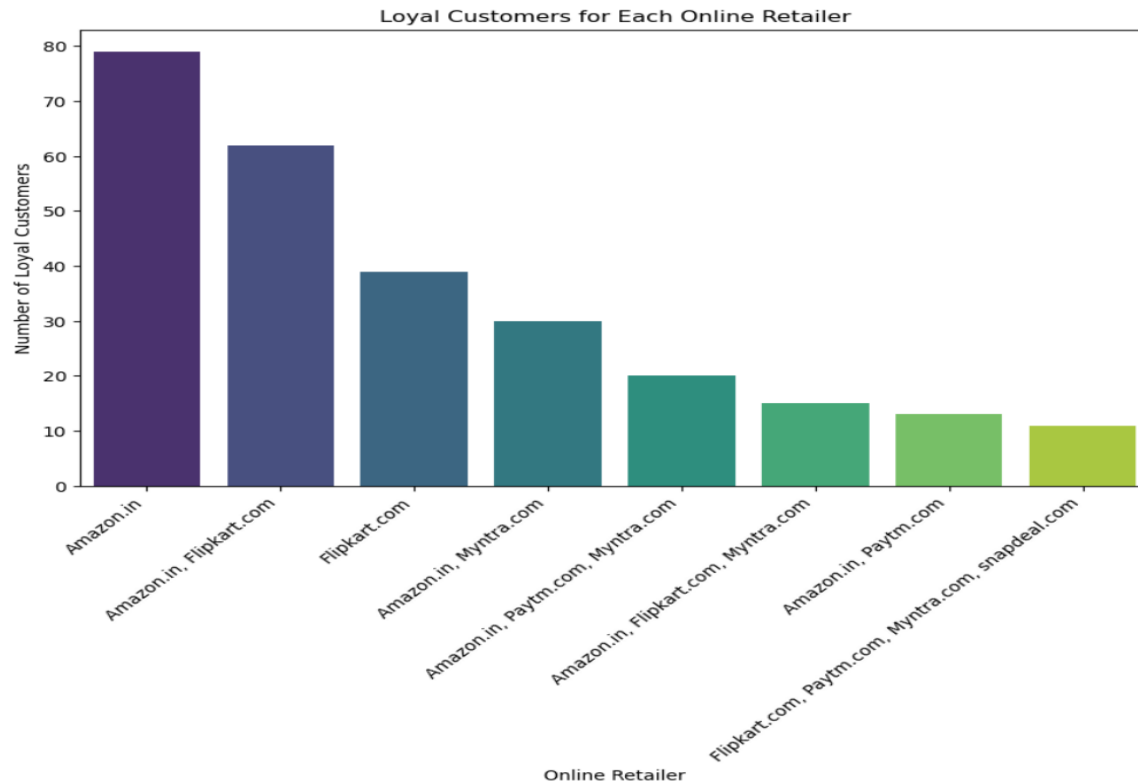
Based on our analysis, credit/debit cards and cash on delivery (COD) are the most preferred payment methods among customers.

**Credit/Debit Cards:** Integrate a secure and user-friendly payment gateway to accept credit and debit card payments. Ensure that the payment process is streamlined and straightforward to provide a seamless experience for customers.

**COD:** COD option for customers who prefer to pay in cash upon delivery. This can build trust among customers who may be hesitant to make online payments.

and they can add other options also such as UPI, EMI, Gift Cards/Vouchers, Implement a gift card or voucher system to attract new customers and encourage repeat purchases.

Regularly monitor and analyze customer payment preferences to stay updated with evolving trends. Conduct surveys or collect feedback to understand which payment options customers find most convenient and user-friendly.



Amazon and Flipkart have emerged as the most loyal brands in the Indian market, gaining the trust and preference of a substantial customer base. As industry leaders, they set a high standard for customer satisfaction and retention. For other brands to compete effectively, a comprehensive marketing strategy is essential. Offering attractive discounts, exclusive sales, and diverse payment options can entice customers away from their preferred choices.

Ensuring a smooth and user-friendly app or website is paramount, accommodating the preferences and needs of customers across different age groups. Implementing personalized recommendations and loyalty programs can further incentivize repeat purchases and foster brand loyalty.

Moreover, actively engaging with customers through social media and gathering feedback can provide valuable insights for continuous improvement.



# Suggestions

1. Customer Segmentation: Identify the age group of 21 to 50 years as a primary target demographic. Tailor marketing efforts and offers specifically to this age range to maximize customer engagement and retention.
2. Focus on Female Shoppers: Given that 63% of heavy shoppers are female, direct marketing efforts towards this demographic. Offer personalized discounts and promotions that resonate with their preferences.
3. Target Key Cities: Concentrate efforts on cities with high demand and customer activity, such as Greater Noida, Bangalore, and Delhi. Tailor marketing strategies to these cities for better reach and impact.
4. Offer Diverse Payment Options: Provide multiple payment choices, including credit/debit cards, cash on delivery (COD), mobile wallets, net banking, UPI, EMI, and gift cards/vouchers. A wide range of options enhances customer convenience and increases conversion rates.
5. Enhance User Experience: Invest in app and website optimization for a seamless and user-friendly shopping experience. Ensure that your platform caters to the preferences and needs of customers across different age groups.
6. Build Trust and Credibility: Implement transparent communication, secure payment processes, and prompt customer support. Showcase positive customer experiences and reviews to reinforce brand credibility.

7. Personalization and Loyalty Programs: Implement personalized product recommendations and loyalty programs to incentivize repeat purchases and foster brand loyalty among customers.
8. Sustainability and Social Responsibility: Emphasize your brand's commitment to environmental and social causes, especially with the increasing preference for eco-conscious brands among younger consumers.
9. Continuous Improvement: Regularly collect customer feedback and conduct surveys to understand evolving customer preferences. Use the insights to make data-driven decisions for continuous improvement.
10. In short by focusing on marketing innovation, exceptional user experiences, and customer engagement, other brands can compete with Amazon and Flipkart and carve out their niche in the fiercely competitive Indian market.