Customer Retention Project Detailed Report of Analysis

What is Customer Retention?

- Customer retention refers to a company's ability to turn customers into repeat buyers and prevent them from switching to a competitor. It indicates whether your product and the quality of your service please your existing customers. It's also the lifeblood of most subscription-based companies and service providers.

Benefits of Customer Retention:

- Retention is Cheaper than Acquisition
- Loyal Customers are More Profitable
- The Brand Will Stand Out from the Crowd
- Retailers Earn More Word-of-Mouth Referrals
- Engaged Customers Provide More Feedback
- Customers Will Explore the Brand
- Loyal Customers are More Forgiving
- Retailers Earn Wiggle Room to Try New Things
- It's Better for Employee Health

Exploratory Data Analysis:

Assumptions:

- The Data set has list of 269 records with 71 attributes which are the information collected from the customers about their experience and satisfaction about the online retailers.
- Customers rated their satisfactory information (rated like strongly agree/agree/etc..) regardless of the specific retailer. It is the common satisfaction/expectation rating about online shopping.
- The assumption for the project idea is, when a customer is having good experience and satisfaction with any online shopping, they most likely to revisit and refer to their friends.
- So the complete project is to focus on the customers enjoyment, satisfaction and the dissatisfaction area.
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About customers:

- We have more female customers who are using online retail stores for more than 4 years.
- More number of female customers are between the age 21-40 years.

About Purchase:

- The highest number of online shopping is from the city Delhi. In the city Bullandshahr, its very less.
- From the pincode 201308(Place in Greater Noida), we have high number of online shopping than other places.
- More number of customers purchased less than 10 times in the last 1 year and very less number of customers only purchased more than 41 times in the last one year.
- Mostly mobile internet used for online shopping.
- Google chrome is the browser used mostly for online shopping.
- Almost majority of the customers visit the online stores for the first time using search engines. They use same channel after first visit also. Few among them are using applications for the online shopping.
- Mostly one purchase takes more than 15 mins.
- Most of the times credit/debit card used for payments.
- When using desktop device for online shopping, mostly it takes 6-10 mins for one purchase.
- When using Google chrome browser for accessing the websites, the processing speed is better than other browsers.
- In Delhi and Greater Noida more customers purchased more than 40 times in last 1 year.

About Online Retailers:

- More number of customers almost purchased in all the online stores (Amazon,Flipkart,Paytm,Myntra,Snapdeal).
- The customers who used all the online shopping websites are mostly recommending Amazon and Flipkart to their friends.
- When customers using their mobile internet, they face frequent disruption while navigating in the online shopping websites.
- Seems Amazon and Flipkart and Snapdeal websites not performing well with Safari browser.
- Search engine is mostly used to visit the online store for the first time and more number of customers uses the same channel after first visit also.
- Customers who uses credit/debit card payment options are strongly agree that the online retailers has convenient payment methods.
- Most customers strongly agree/agree followings about the online retailers. We can also interpret this as, below are the list of expectation about the online retailers from customers.
    - The content on the website must be easy to read and understand.

- Information on similar product to the one highlighted is important for product comparison.
- Ease of navigation in website.
- Loading and processing speed should be good.
- User friendly Interface of the website.
- Convenient Payment methods.
- Trust that the online retail store will fulfill its part of the transaction at the stipulated time.
- Empathy (readiness to assist with queries) towards the customers.
- Being able to guarantee the privacy of the customer.
- Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)
- Online shopping gives monetary benefit and discounts.
- Shopping online is convenient and flexible.
- Return and replacement policy of the re-tailer is important for purchase decision.
- Gaining access to loyalty programs is a benefit of shopping online.
- Displaying quality Information on the website improves satisfaction of customers.
- User derive satisfaction while shopping on a good quality website or application.
- Net Benefit derived from shopping online can lead to users satisfaction
- User satisfaction cannot exist without trust.
- Provision of complete and relevant product information.
- Monetary savings.
- The Convenience of patronizing the online retailer.

About Each Online Retailer:

- ### Amazon:
    1. Most of customers says amazon has better visual and page layout than other online shopping websites.
    2. Amazon provides the better relevant product information.
    3. Speed of Amazon website/Application is faster than other retailers.
    4. Amazon is rated by more number of customers as reliable website. It shows that customers best reliable website/application is Amazon.
    5. Amazon is rated by more customers for quick online purchase. So we can say Amazon is the best website/application for quick online purchase.
    6. More number of customers says Amazon has more payment options.
    7. Most customers rated amazon does the speedy delivery.
    8. More customers says amazon guarantees the customer information privacy.
    9. More customers rated amazon has the better security for customer's financial information.
    10. Most of the customers feel Amazon is the trust-worthy website for online shopping.
    11. Amazon has better online assistance options.

12. More customers says amazon takes longer time to get logged in.
13. Amazon takes longer time to display the images.
14. More number of customers says amazon has frequent disruption when moving from one page to another page.
15. More customers rated amazon has the better website efficiency.
16. The top recommended online retailer is Amazon.
17. In the cities Solan, Moradabad and Bullandshahr customers are mostly using only Amazon and they recommend amazon to their friends.
18. In the city Delhi and Greater Noida, amazon is mostly used and recommended to their friends.
19. In Bangalore, Amazon is mostly used by customers and it is recommended to their friends.
20. Amazon and website efficiency is better while using Google chrome.
21. Amazon takes more delivery time in Solan.
22. Most customers rated Amazon is the best retailer for speed delivery.
23. Amazon and provides more variety of offers.

- ***Flipkart:***
    1. Most of says Flipkart also has better visual and page layout than other online shopping websites.
    2. Flipkart provides the better relevant product information.
    3. Very less people rated Flipkart website/application is speed. It shows it may not perform well about the website/application speed.
    4. More number of customers says Flipkart has more payment options.
    5. Flipkart takes longer time to display the images.
    6. The second highest recommended website is Flipkart.
    7. The customers whose age between 31 to 40 are highly recommending Flipkart to their friends.
    8. In the city Delhi and Greater Noida, Flipkart is mostly used and recommended to their friends.
    9. Flipkart website efficiency is better while using Google chrome.
    10. Flipkart takes more delivery time in Bangalore.
    11. Flipkart is doing speed delivery in Delhi.
    12. Flipkart provides more variety of offers.

- ***Paytm:***
    1. Very smaller number of customers rated Paytm as reliable website/application. It shows that, customers may not feel Paytm as the reliable retailer.
    2. Paytm takes longer page loading time.
    3. Paytm takes longer time to deliver the products.
    4. Paytm website efficiency is better while using Safari browser.
    5. Paytm takes longer delivery time to deliver the orders in the cities Greater Noida, Karnal and followed by Delhi.

- ***Myntra:***
    1. Most of the customers says, Myntra does the late declaration on prices.
    2. Myntra takes longer page loading time.

3. Myntra also has frequent disruption while accessing the website or application.
4. In Bangalore, Myntra also mostly used by customers and it is recommended to their friends.

- ***Snapdeal:***
    1. Customers feels that, most of the times, Snapdeal has limited mode of payment options for products.
    2. Snapdeal takes longer time to deliver the products.
    3. Very less number of customers rated Snapdeal for the website efficiency.
    4. Customers face frequent disruption with Snapdeal site/application even when using Wifi. It shows that website instability.
    5. Snapdeal takes longer delivery time in Delhi and followed by Bangalore.

Conclusion/Insights from analysis:

1. Amazon is the top and highly recommended website/application for online shopping. Amazon is the customer's primacy choice of online shopping websites for various reasons like website speed, quick online purchase, various payment options, speedy delivery, better website efficiency and more variety of offers for the products and etc.
2. Flipkart is the second top online shopping website for the reasons like providing better relevant product information, more payment options availability, provides more variety of offers and speed delivery in Delhi.
3. In Bangalore, Myntra also mostly used by customers, and it is recommended to their friends.

Following are the few of improvement areas for online retailers to retain their customers. This is purely based on customers experience and the feedback given in the dataset.

- ***Snapdeal:***
    1. Snapdeal has limited mode of payment options for products. It should not be the case for customer's dissatisfaction.
    2. Team should focus on reducing the delivery time.
    3. Customers face frequent disruption with Snapdeal site/application. It shows that website instability. Team may focus on improving the website stability.
    4. Team can focus on reducing the delivery time in Delhi and Bangalore.

- ***Myntra:***
    1. Most of the customers says, Myntra does the late declaration on Prices. It will reduce the application reliability on the customers. So team can focus on reducing such kind of cases.
    2. Team can focus on reducing the website/application loading time.

3. Team can focus on reducing the disruptions during the online shopping

- ***Paytm:***
1. Very smaller number of customers rated Paytm as reliable website/application. It shows that, customers may not feel Paytm as the reliable retailer. The team should try to create strong reliability within the customers.
2. Team can focus on reducing the website/application loading time.
3. Team can focus on reducing the delivery time.

- ***Flipkart:***
1. Very less customers rated website/application speed is better in Flipkart. It shows that they do not feel good about the website/application speed. May be the Flipkart team focus on improving the speed of the website/application.
2. May be the team can try to reduce the delay on loading images.
3. Flipkart should focus on reducing delivery time in Bangalore.

- ***Amazon:***
1. More customers feels amazon takes longer time to get logged in. May be amazon can look into that area to reduce the login time.
2. May be the application team look at the area to reduce the image loading time.
3. More number of customers says amazon has frequent disruption when moving from one page to another page. This may be because of more load on the website at a time, so application team may try to reduce this kind of disruption for the customers.
4. In the city Solan most the customers uses Amazon website/application for online shopping but the speed of delivery is very slow in this city. Amazon team may concentrate on reducing delivery time in this city.