

Steps you were taking for completion of the project are.

- ✖ Loading Data Frame in Jupiter Note Book
- ✖ Checking Information about
 - ✖ 1.Checking top 5 and Bottom 5 columns
 - ✖ 2.Checking Total Rows
 - ✖ 3.Checking Total Columns
 - ✖ 4.Checking Data Type
 - ✖ 5.Shape and Size
- ✖ Checking Unique Rows.
- ✖ Checking Duplicated Rows and Removing Duplicated Rows and values.
- ✖ Checking Null Values in Columns and Editing Null Values.
- ✖ Using Seaborn Graphical representation of Null Values
- ✖ Using Univariate Graph
- ✖ Planting Bi-Variate Graphs with Target variable
- ✖ Multi-variate graphs for checking relationship with Target Variable
- ✖ Checking Descriptive Statistics
- ✖ Checking Correlation with Target Variable
- ✖ Checking Outliers
- ✖ Checking Skewness in Data.

Conclusion:

- Maximum Female Uses online Shopping.
- Maximum Online Shopping is done by Customer Age Range 31-40, followed by age range 21-30.
- Delhi Having the maximum Customer and Bulandshahr will the lowest customer.
- Top 5 pin code 201308 ,132001 ,201310,110044 ,250001 with maximum delivery
- Reference depends on the Uses of Male and Female Users. Somewhere Female have referred those website which Male has Referred less , somewhere male have referred more than female.
- Reference comes down as per increase in Age. Maximum reference are between age 31-50.
- Graph Shows Male reference are more as per increase in age whereas Female reference gets less as per the increase in age.
- Reference is more from Metro Cities Maximum reference are generated from pin 100000 to 200000
- Internet Mode is not a factor for male and they refer website.
- Maximum Smartphone, Laptop user provide references, As Device display Size increases the Reference also Increases the references in Man and female
- Maximum Android user provide references which are male,
- Maximum user uses chrome for sharing references. More Reference from new Users.
- Search Engine is major source used for references
- Maximum user uses Search Engine, application and direct link for references
- Maximum user takes more than 15 mints before Purchase. References are more from those users

- Almost all the user provide references, but Credit Card and Debit Card Payments user provide more references.
- The one who sometimes keeps items in cart provide maximum references then other customers
- Maximum references is given by those user who Keeps items in cart and wait for Better Alternative offer.
- Maximum User Agree that The content on the website must be easy to read and understand
- Maximum user who agrees Information on similar product to the one highlighted is important for product comparison provides.
- The user who agree Complete information on listed seller and product being offered is important for purchase decision provide more references
- Almost all customer agrees that all relevant information on listed products must be stated clearly.
- Reference are more from those who agree Ease of navigation in website is important..
- Maximum customer agrees that Empathy (readiness to assist with queries) towards the customers. Those provide References.
- The One who agrees to that Privacy is import those customer provide references
- Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.) The customer who agrees to it provide references
- The customer who that agrees Online Shopping gives Benefit and discounts provide reference
- The customer who Enjoy Online Shopping those provide lot of references.
- The customer who Shop online they agree Shopping online is convenient and flexible and those customer provide maximum references.
- The One Who loves the Return Replace Policy provide references.
- The one who Agrees or Dis-agrees with loyalty Program provide references.
- Trust is one of the biggest factor for reference.
- The One who agrees offerings are more the reference are more.
- Customer prefer that Product Information is more import the brand having more product information receives more reference.
- The one who thinks Monetary Savings are more they provide more references.
- The one who thinks the Convenience of patronizing the online retailer they also with indifferent provide reference as well.
- The one customer who finds Loading and processing speed is main factor provide references.
- The one who likes the Interface Rating provide references.
- Graphs Convenient Payment methods doesn't matter much for to provide references
- The One who Trust that the online retail store will fulfill its part of the transaction at the stipulated time those provide references
- Feel gratification shopping on your favorite e-tailer is not an import point one who disagree provides more references.
- Shopping on the website helps you fulfill certain roles the one who agree or disagree provide references.
- The One who things online shopping is value for money provides Maximum references but indifferent provide less references.

- Shopping on the website gives you the sense of adventure Many agrees they provide reference along with indifferent.
- The one who agrees Shopping on your preferred E-tailer enhances your social status provide reference along indifferent and disagree also provide references
- Easy Website Enable promote reference
- Website Layout Attract more customer and reference are more.
- Best Offers attract customers and that source of Reference maximum in female
- Complete and Relevant description information of products attract customers mainly male, That helps in reference.
- Website Speed is more import for customers as the Website Speed is good the refer of the website is more.
- Website Reliability is more import for maximum of male customers then Female for references
- Quick Purchase is maximum done by male then female, Website reference also depends on Quick Purchase.
- Customer Mainly male prefer to have Different Pay option.
- Speed Delivery doesn't meant much for customers to provide references.
- Customer Privacy Info is more import for Female.
- Reference goes down for Male if Website Security is poor, whereas Female doesn't feel the same to provide references.
- Trust Worthy is very import for Male and Female. As trust goes up Reference also goes up.
- Assistance is more import for male customers followed by female customers, as the Assistance is good reference will go up.
- If log in time is more the reference goes down for male customers whereas that doesn't matters to female customers for references.
- Delay in Website loading will decrease the reference mainly in male and female.
- If Promotion price is Good the reference is also Up.
- Promotion Loading time doesn't matter for male or Female. To provide references
- Limited Pay Mode would little bother to for Male. But refer to Website remains neutral.
- Longer Delivery Time would Matter Mostly Female. Reference will improve if delivery period is less.
- Change in Web/App Design would matters a lot the reference goes up if Apps Design are better.
- Frequent disruption when moving from one page to another would matter for Female, so reference would be quite nominal but Males would refer website.
- Efficient Website brings more reference from male and female as well