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

1. .firstly we should import the Libraries like pandas,seaborn and other.

2.. After that excel file will import in reading format, link is

C:\Users\Dell\Downloads\Customer_retention_dataset\Customer_retention_dataset\customer_retention_dataset.xlsx'.

3..Here 71 columns are present in this dataset an 269 rows.and here our target column is "**Which of the Indian online retailer would you recommend to a friend?"..**

4.. Now I have to start PreProcessing step,

(a) Firstly we should find data type from "df.dtypes", and we can see all the data are object type except the **pin code** (int) column.

(b) find the null value,it is very important step. In this no any null value are present.

(c) after that find the nunique value..

5..**EDA ----** firstly apply the "Univariate Analysis" to find all %number from all column. it will use for indivisual column.

Now solving the ambiguity of column "How many times you have made an online purchase in the past year?" from 42 times and above to 41.result is Heavy shoppers who shop more than 41 times a year shop from all the online brands.

Converting year to number or better result,because I need to round data.

After that I have to show violinplot,from this plot I observe that" People shopping from amazon and paytm are getting benefits from the loyalty points, flipkart and sanpdeal also seem to give such benefits but people who shop from almost everywhere disagree with this statement too"

After that I apply countplot and I get that" Highest number of people have been shopping online for above 4 years except for the age group below 20 years and above 50 years. People who are shopping online for 1-2 years does not include teenagers and elder people.

After that I apply LINEPLOT and get "density of female customers is more than male.

When I check the brand I get Amazon, Flipkart have been had the highest votes..

When I check the loyalty I get" Customers seem to be more loyal to amazon, flipkart and paytm .

CONCLUSION:--here from all observation we can said that Amazon and Flipkart is highly reliable shopping platform, which I recommended to my friend.

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