

# Customer Retention

Of Indian E-commerce websites

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# INTRODUCTION

- In this PPT we will be looking at the analysis I have done to retain customers for an Indian e-commerce company.
- We will also be looking at the expectations of the customer on a good e-commerce website

# WHAT IS CUSTOMER RETENTION?

- Customer retention refers to the activities and actions companies and organizations take to reduce the number of customer defections.
- It is important to remember that customer retention begins with the first contact a customer has with a company and continues throughout the entire lifetime of the relationship.
- The goal of customer retention programs is to help companies retain as many customers as possible, often through customer loyalty and brand loyalty initiatives.

# BENEFITS OF CUSTOMER RETENTION

- Retention is Cheaper than Acquisition
- Loyal Customers are More Profitable
- You'll Earn More Word of Mouth Referrals
- Customers Will Explore Your Brand
- Loyal Customers are More Forgiving
- Repeat Purchases Means Repeat Profit.
- Lower Marketing Costs.
- Boosts the brand reputation and popularity

# EXPLORATORY DATA ANALYSIS(EDA)

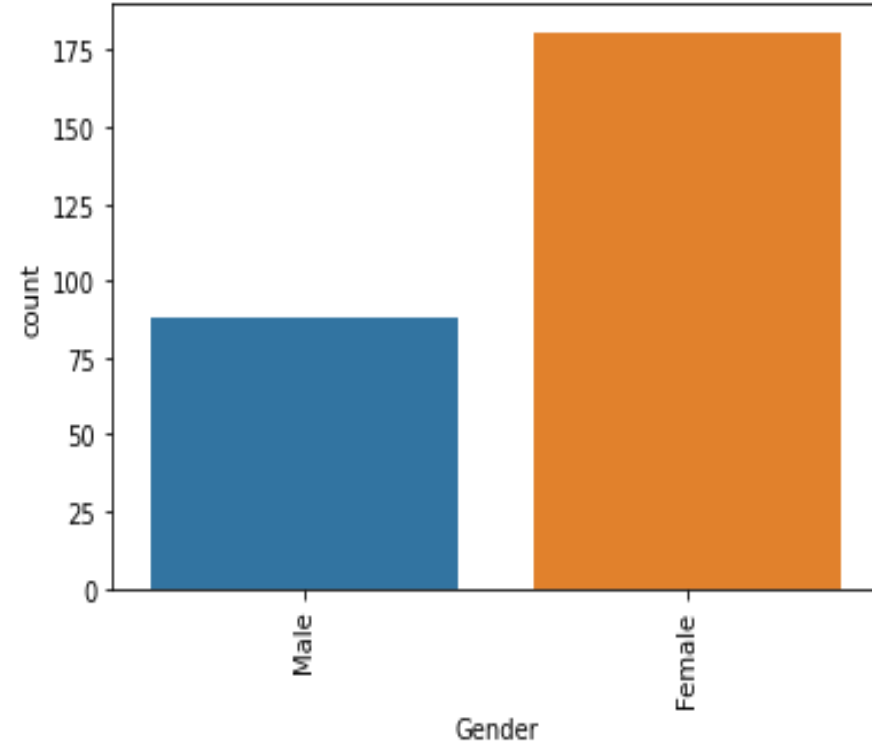
- Checked the null values and found no null values in the dataset.
- Performed both univariate and bivariate analysis and visualized each feature using seaborn and matplotlib libraries by plotting count plot, pie plot, and box plots.

# DATA AND ASSUMPTIONS

- The gathered data contains 269 surveyors and 71 answers from each one of them
- Few of the questions that have been asked fall in the following categories:
  1. How was the online purchase made
  2. Important factors for making purchase decision and drives satisfaction
  3. The basic information of the population.
  4. Which e-commerce sites satisfies the above factors to make purchase decision and drives satisfaction
- The Assumption for this analysis is that, when we recommend something to a friend, it is most likely that we are using it, we will be using it in future and we are satisfied with the service/experience we've received.

# ANALYSIS

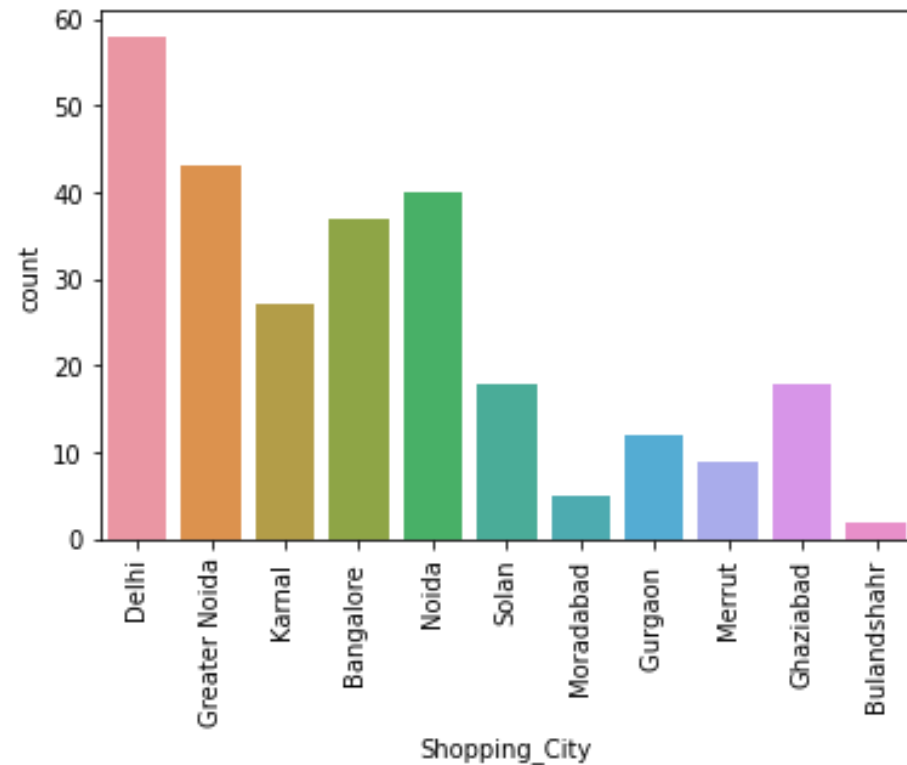
- We can see that most of the customers that use e-commerce websites for making purchases are women.





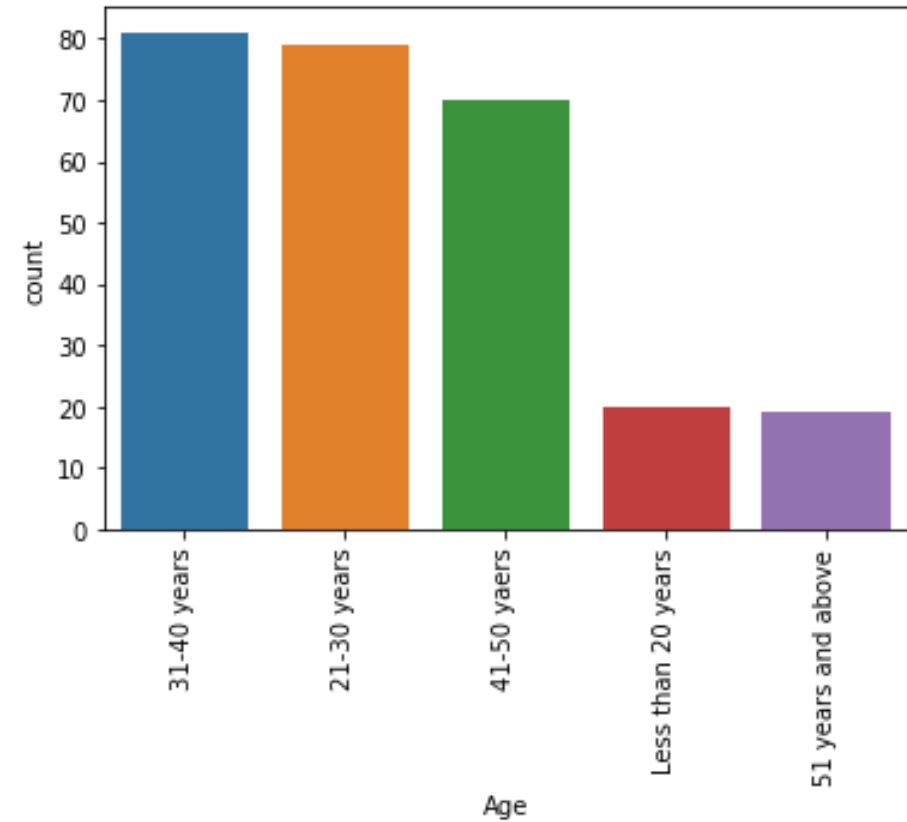
# ANALYSIS

- From our analysis we have also found out that most of the customers are from the capital city Delhi



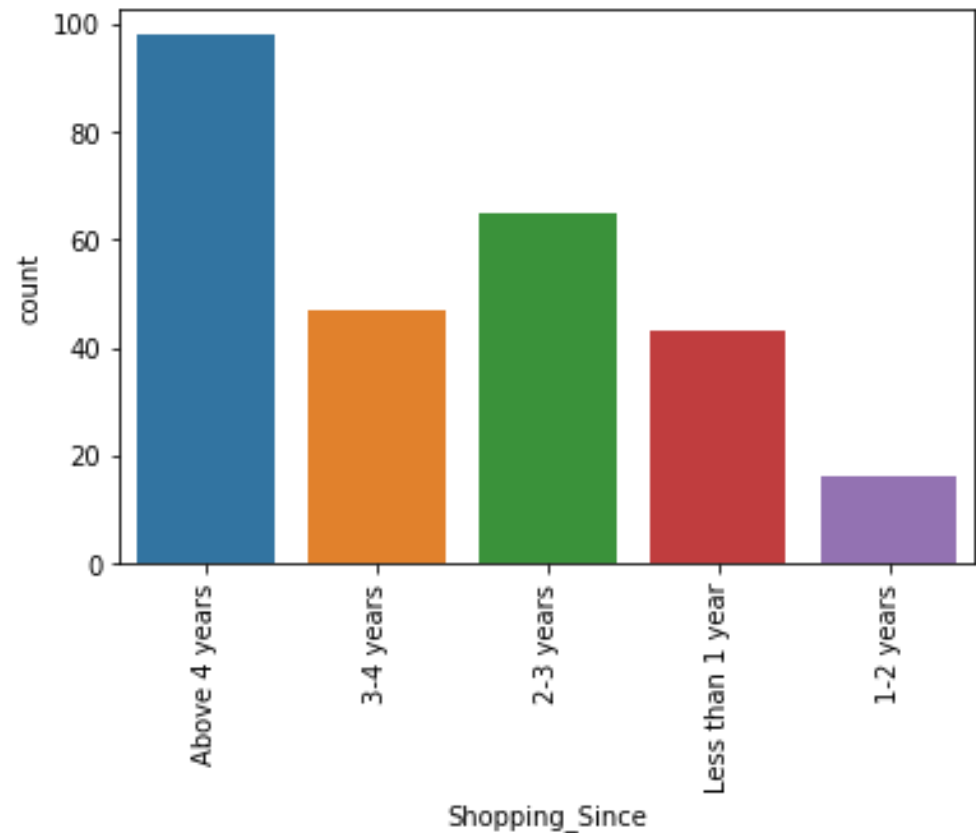
# ANALYSIS

- Maximum count of the customers using the e-commerce portals are between the age 21 and 40 years.
- Least count of customers are below the age of 20 years.



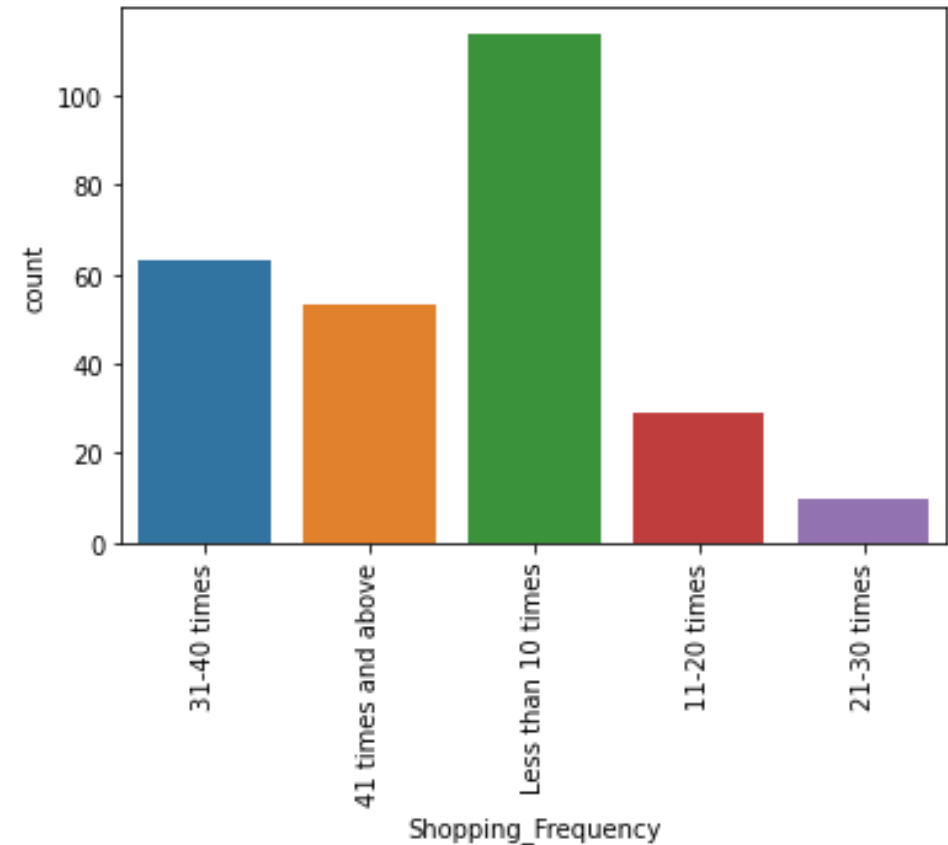
# ANALYSIS

- Many customers have been shopping for more than 4 years while only a few customers have been shopping from the past 1-2 years



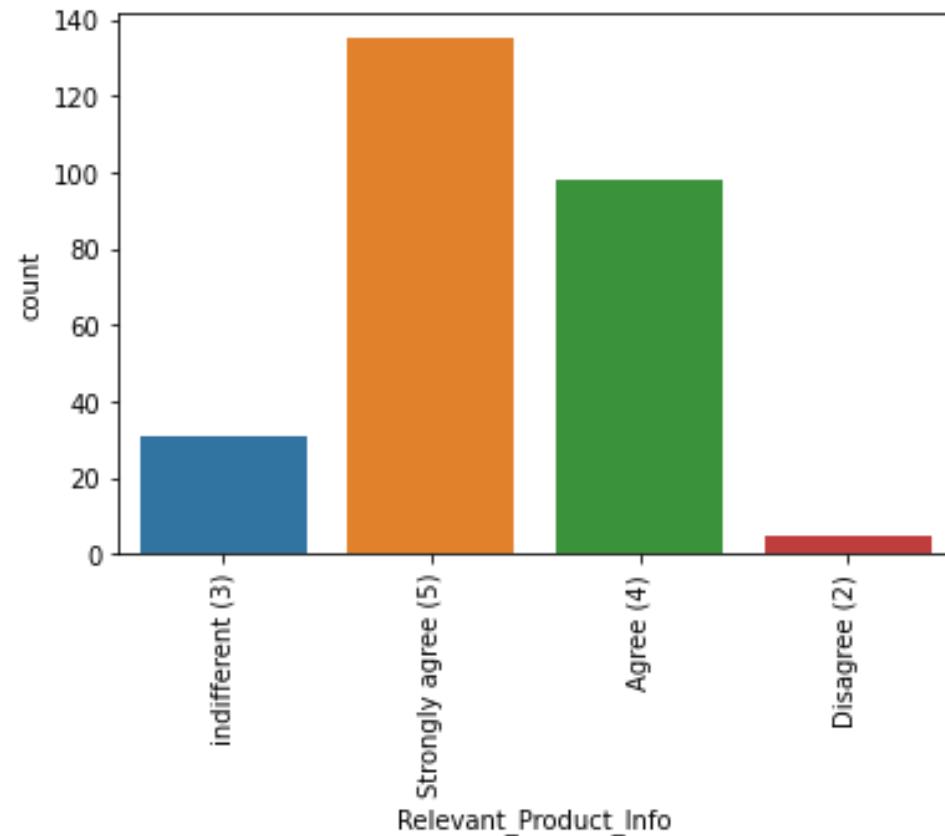
# ANALYSIS

- Most of the customers shop less than 10 times using e-commerce websites like Flipkart, Amazon, Snapdeal, Paytm.
- Very few customers have shopped about 21-30 times.



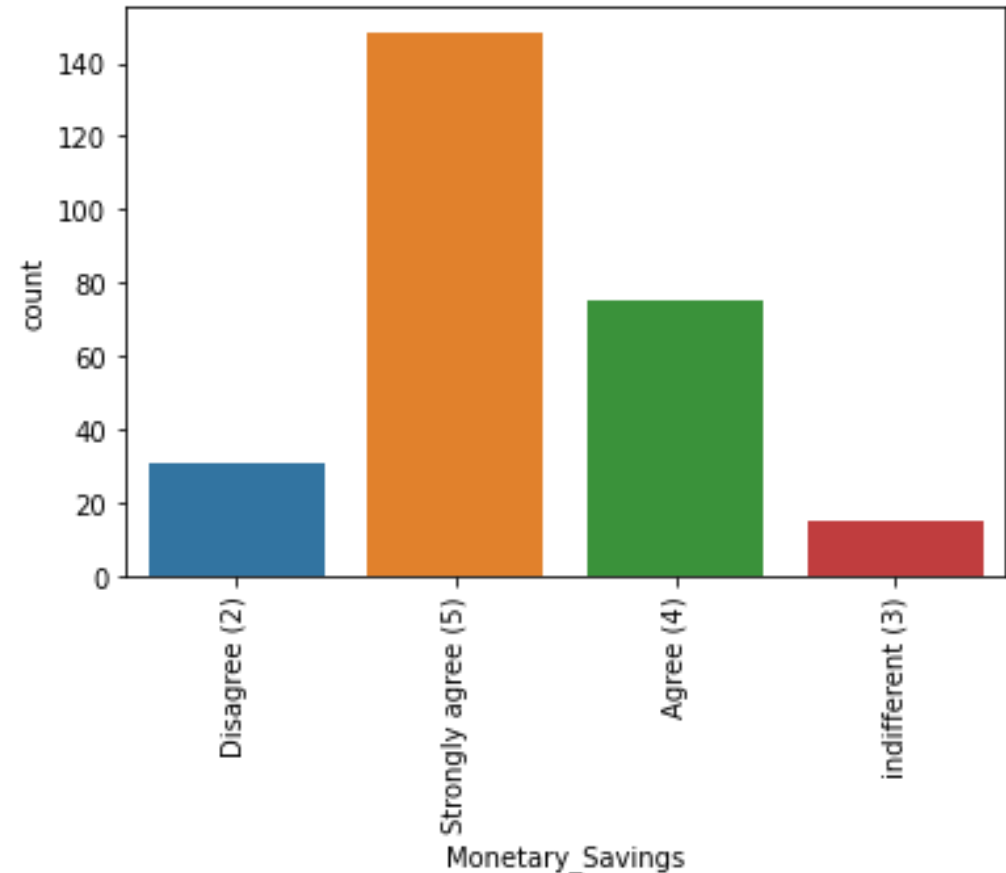
# ANALYSIS

- Most of the customers strongly agree that the product information provided is relevant.



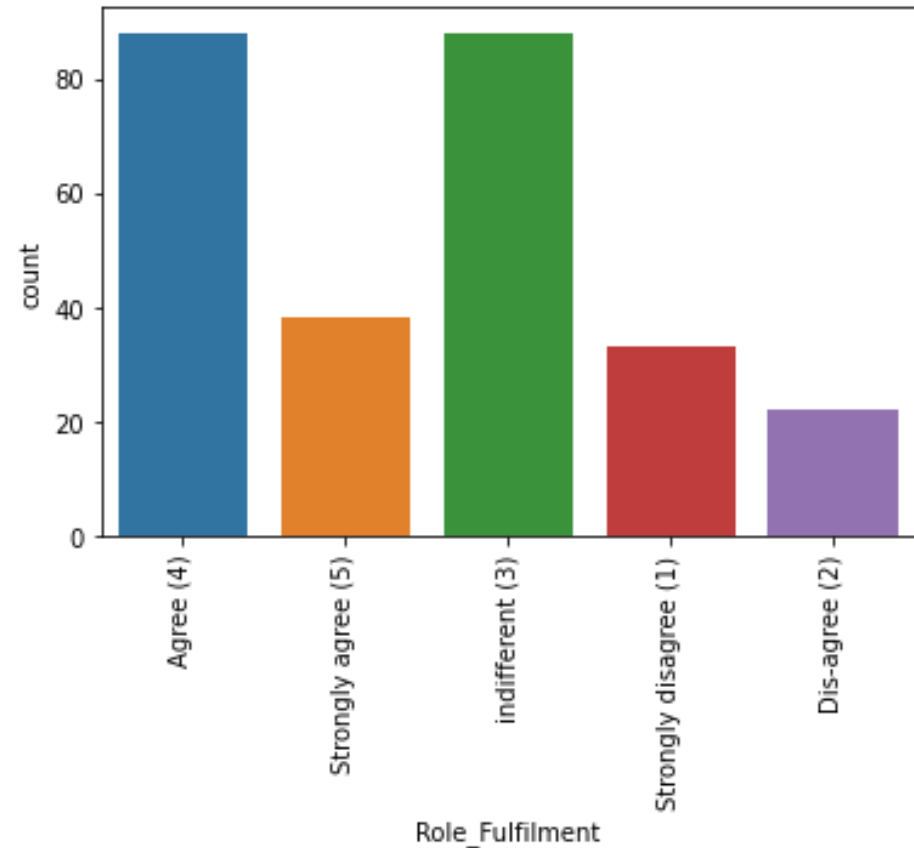
# ANALYSIS

- Most of the customers strongly agree that they save a lot of money by making purchases on the e-commerce websites.



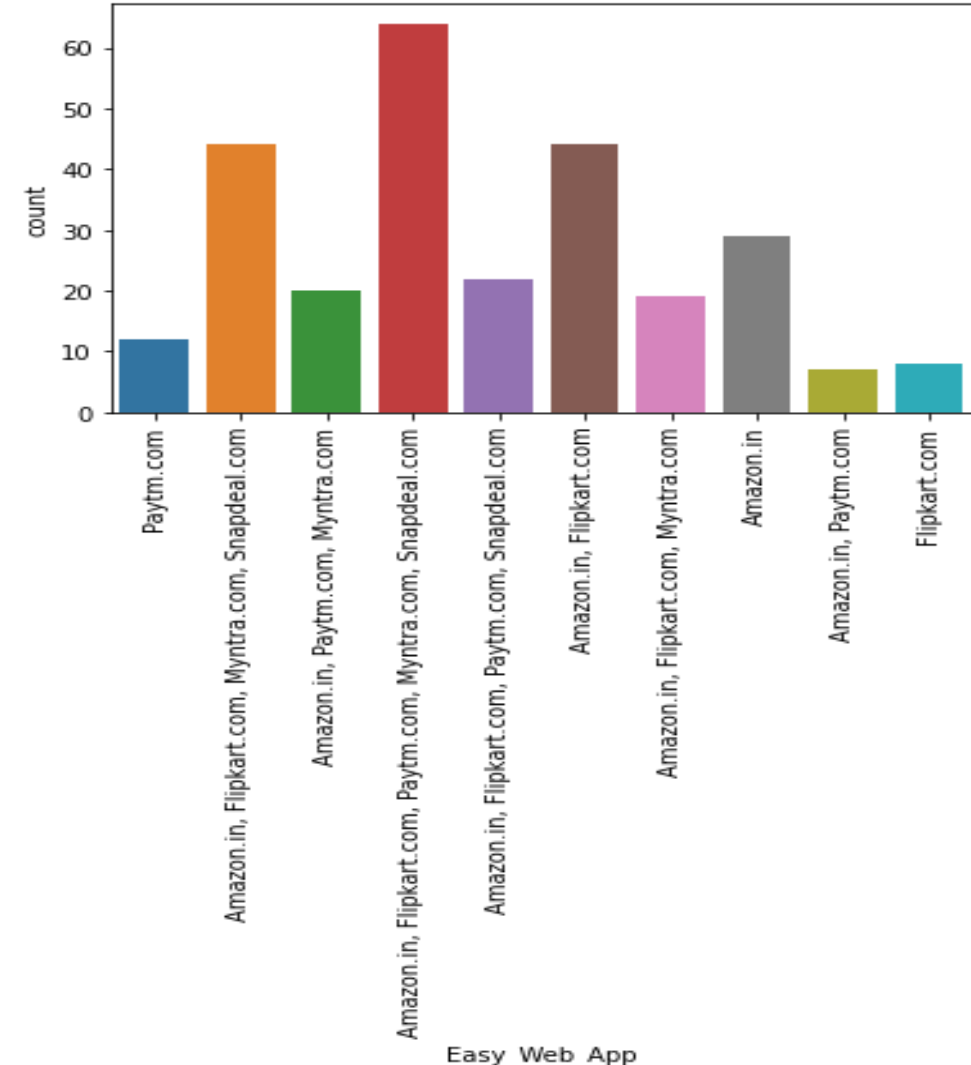
# ANALYSIS

- A large count of customers agree that their the role of e-commerce have helped them a lot.



# ANALYSIS

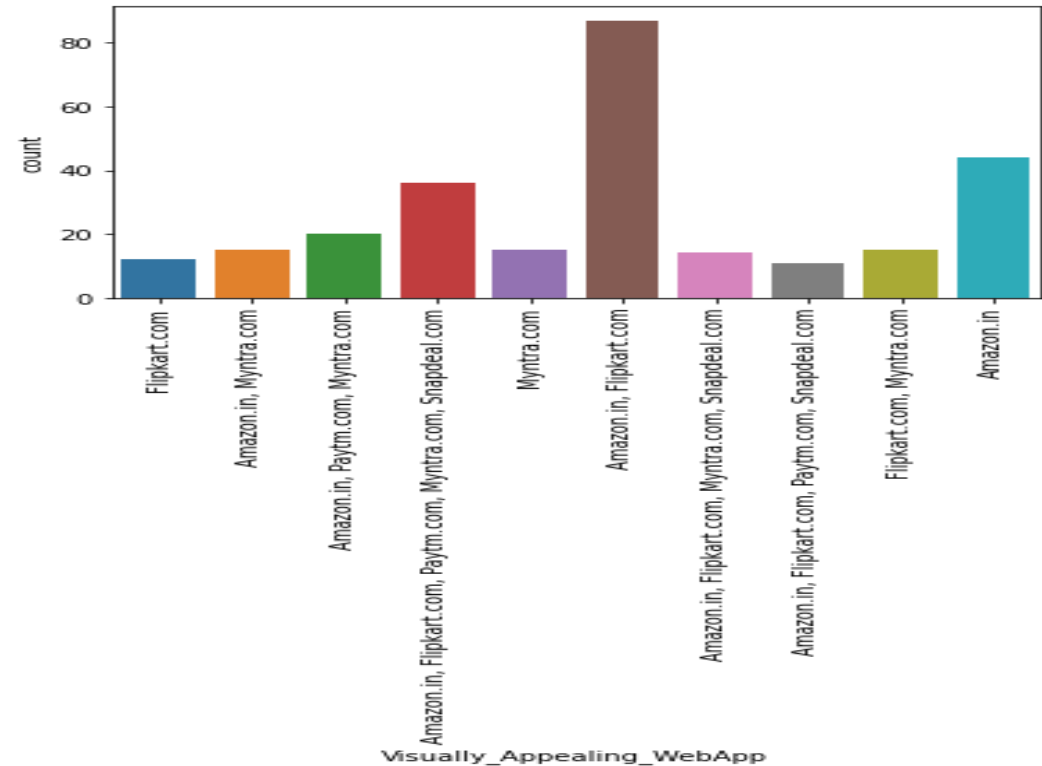
- We see the bars of the individual e-commerce websites, that is Amazon, Flipkart, Snapdeal, and Paytm, we can see that most of the customers say that Amazon.com has an easy web app (easy to use)





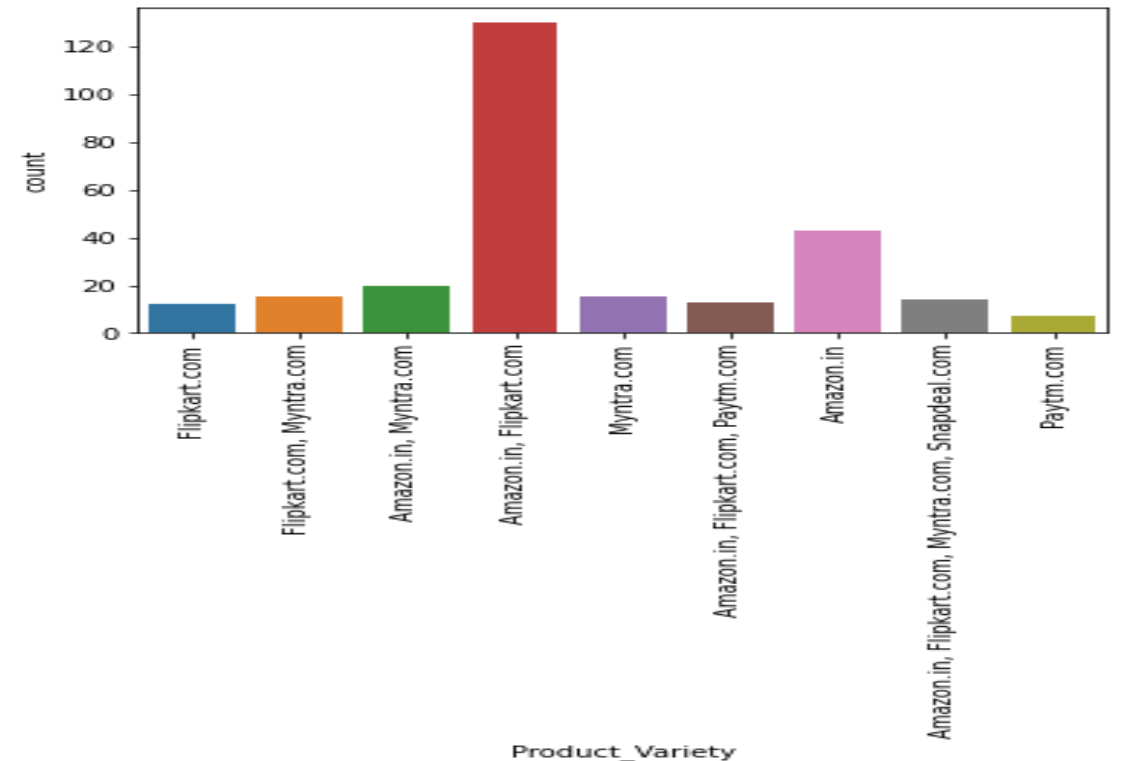
# ANALYSIS

- Maximum number of customers say that the Amazon.in and Flipkart.com websites are the most visually appealing.



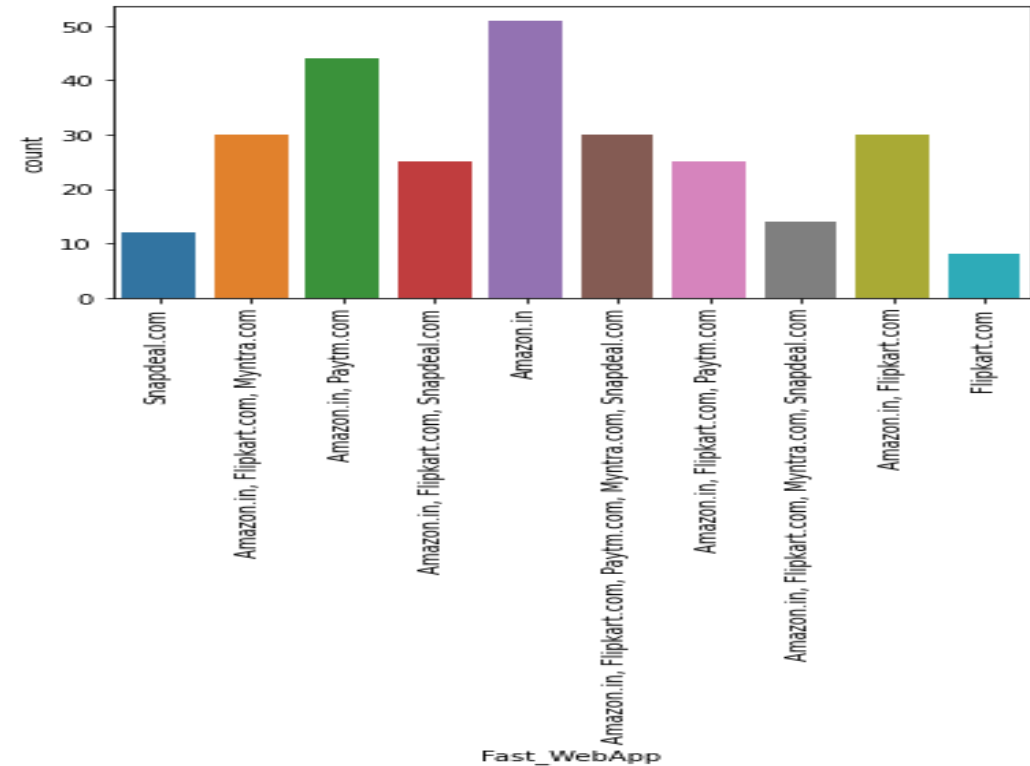
# ANALYSIS

- We can see that about 120 customers say that Amazon.in and flipkart.com have a wide product variety when compared to the other e-commerce websites.



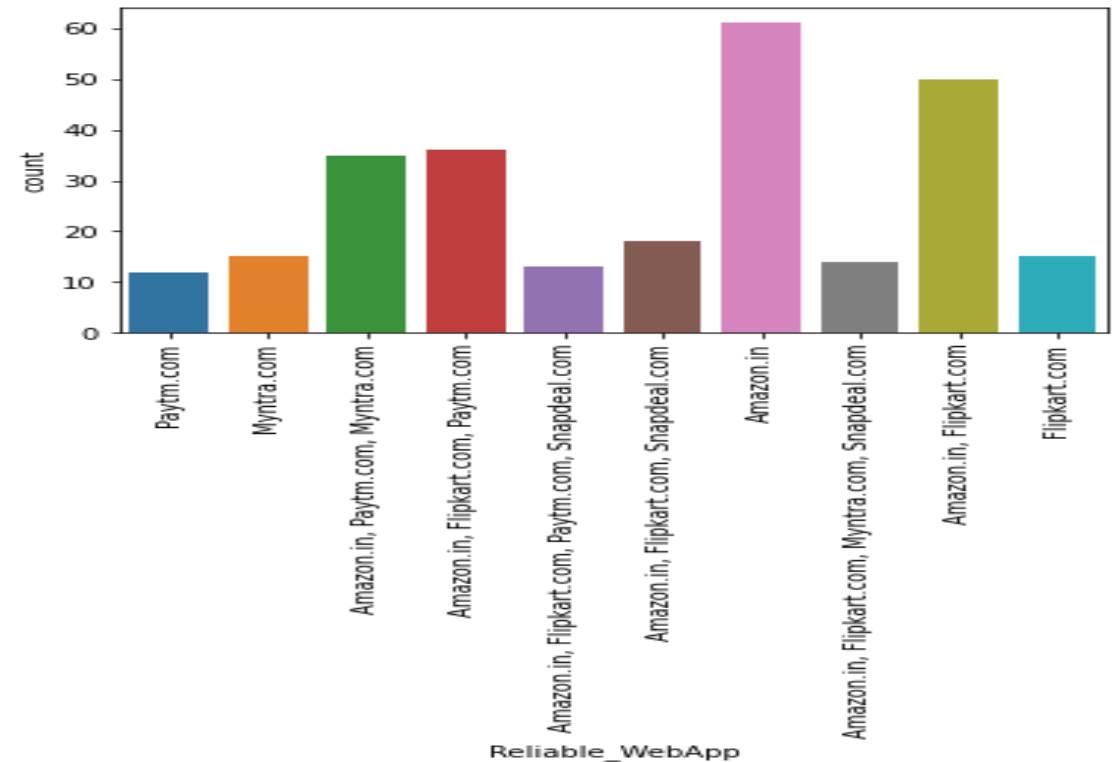
# ANALYSIS

- Most customers say that Amazon.in has a fast web app followed by Amazon.in and Paytm combined.



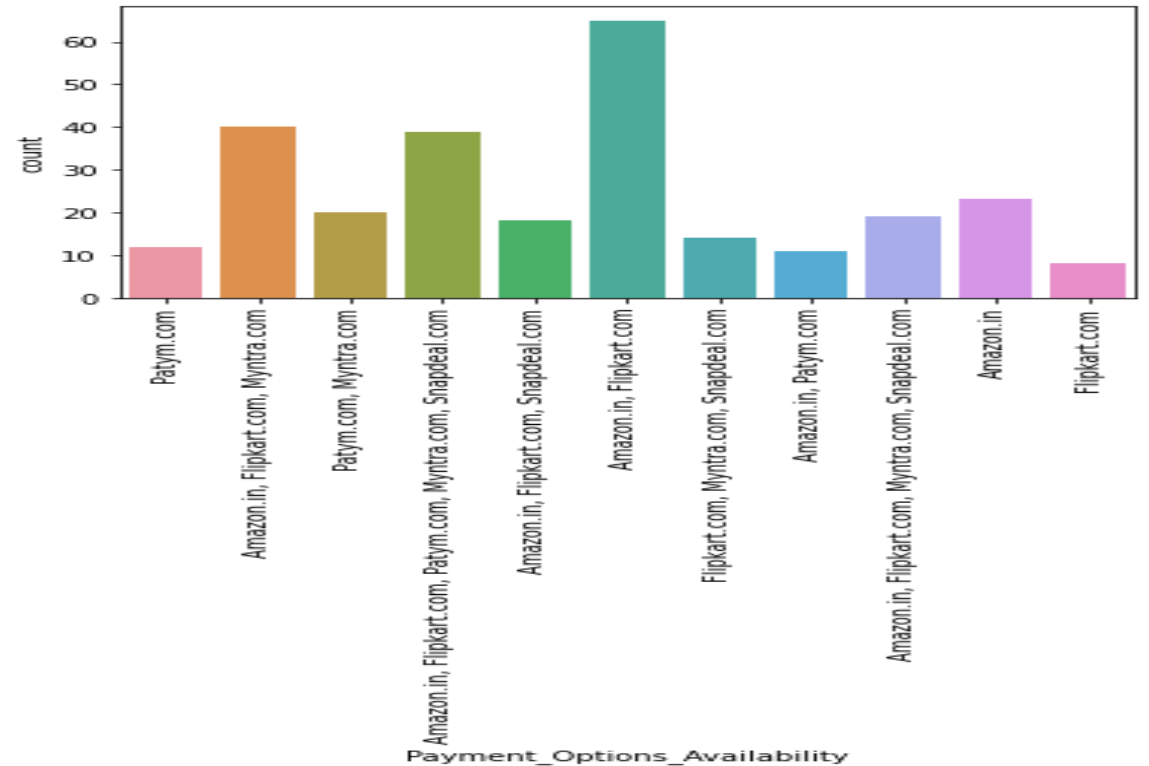
# ANALYSIS

- Most of the customers (about 60) say that Amazon.in is the most reliable web app that is available.



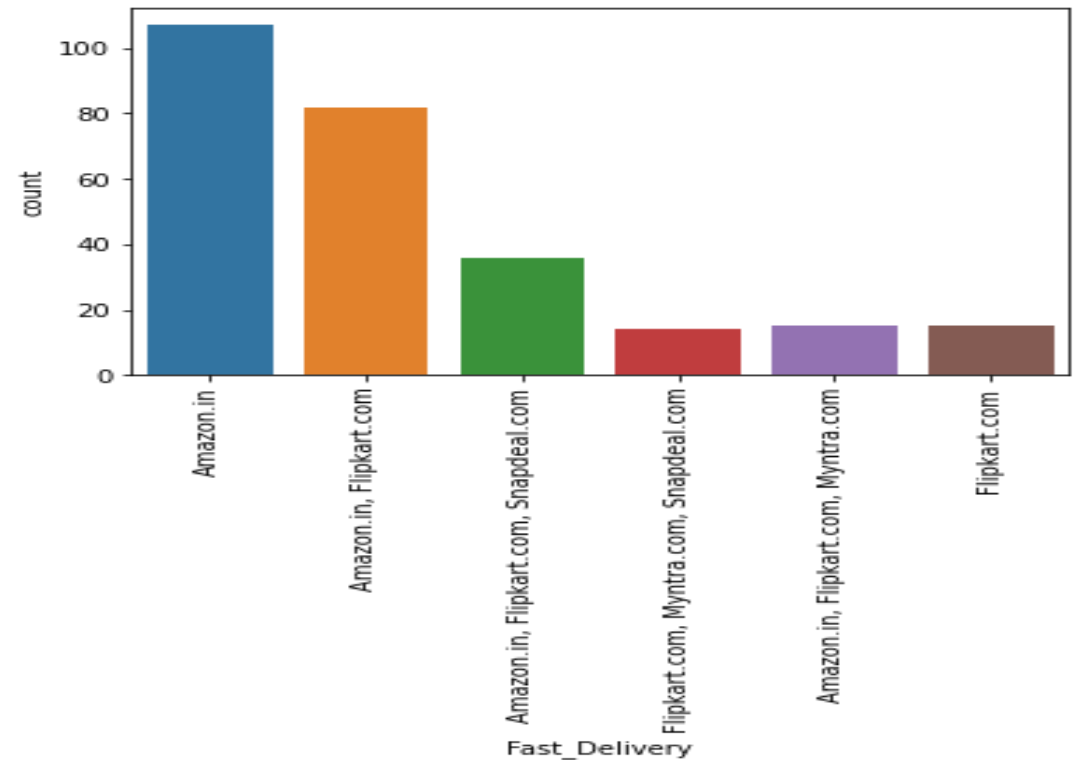
# ANALYSIS

- A large number of customers say that Amazon.in and Flipkart.com have a feasible payment method.



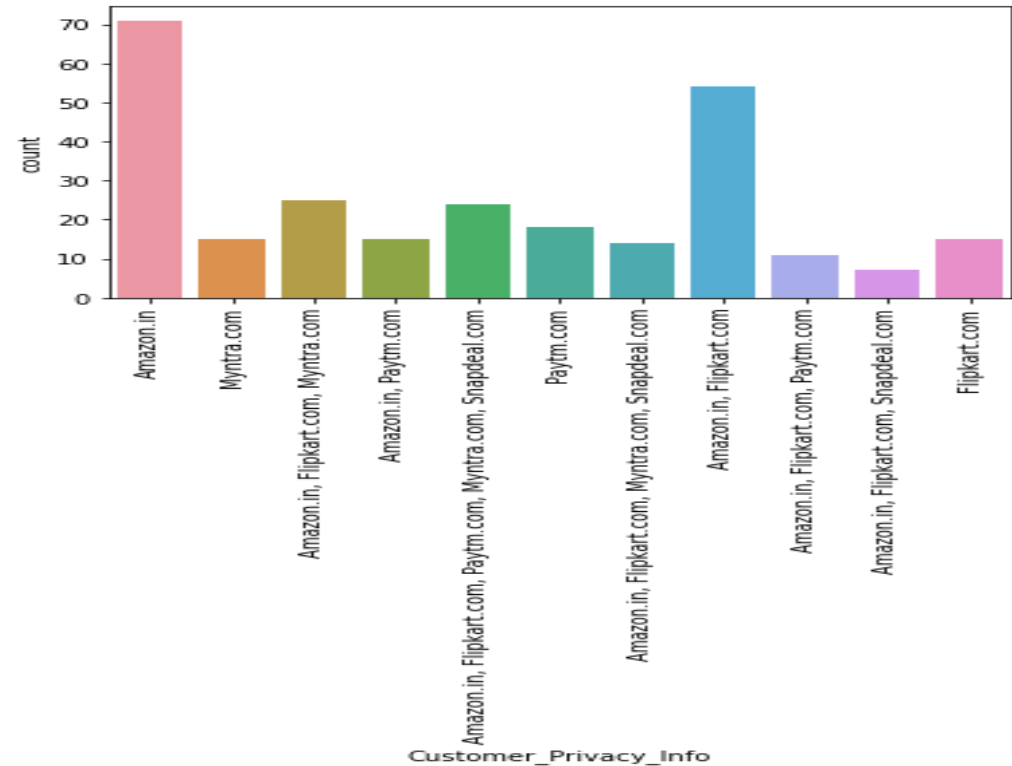
# ANALYSIS

- Amazon.in has the fastest delivery when compared to the other e-commerce websites as answered by the customers.



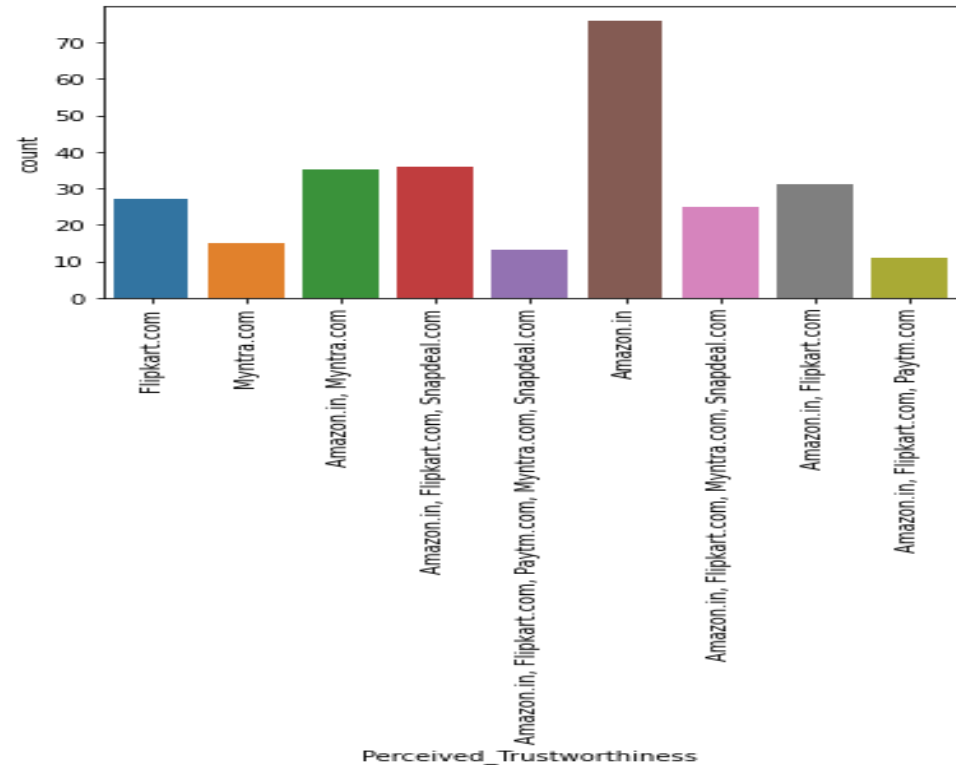
# ANALYSIS

- Customers say that they trust Amazon.in the most when it comes to protecting the privacy of the customer.



# ANALYSIS

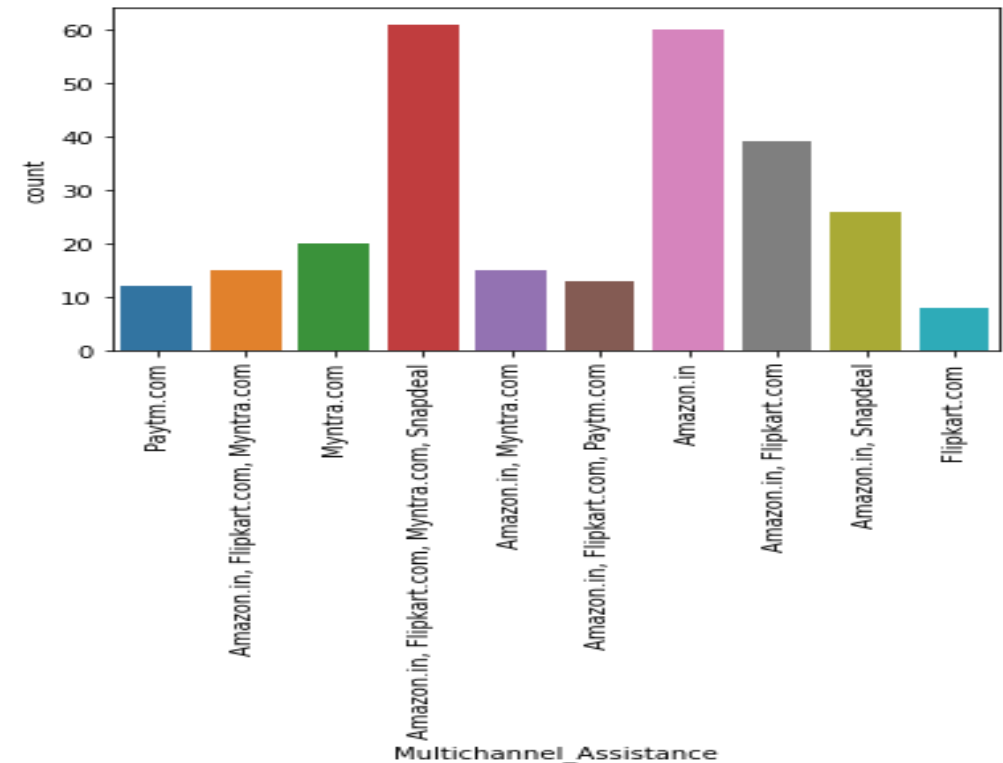
- Finally, most of the customers agree that Amazon.in is most trustworthy website that is available.





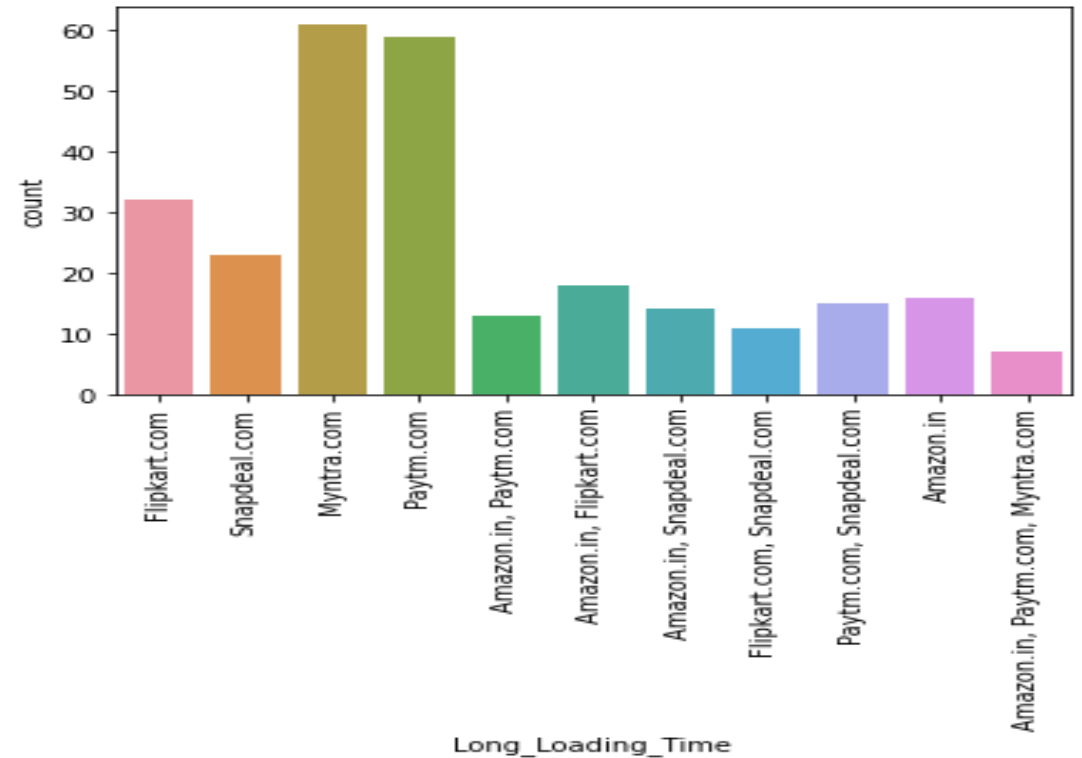
# ANALYSIS

- Here we can observe that all the 4 e-commerce websites that is Flipkart, Amazon, Snapdeal, and Paytm have ben voted that they have multiple channels for making purchases.



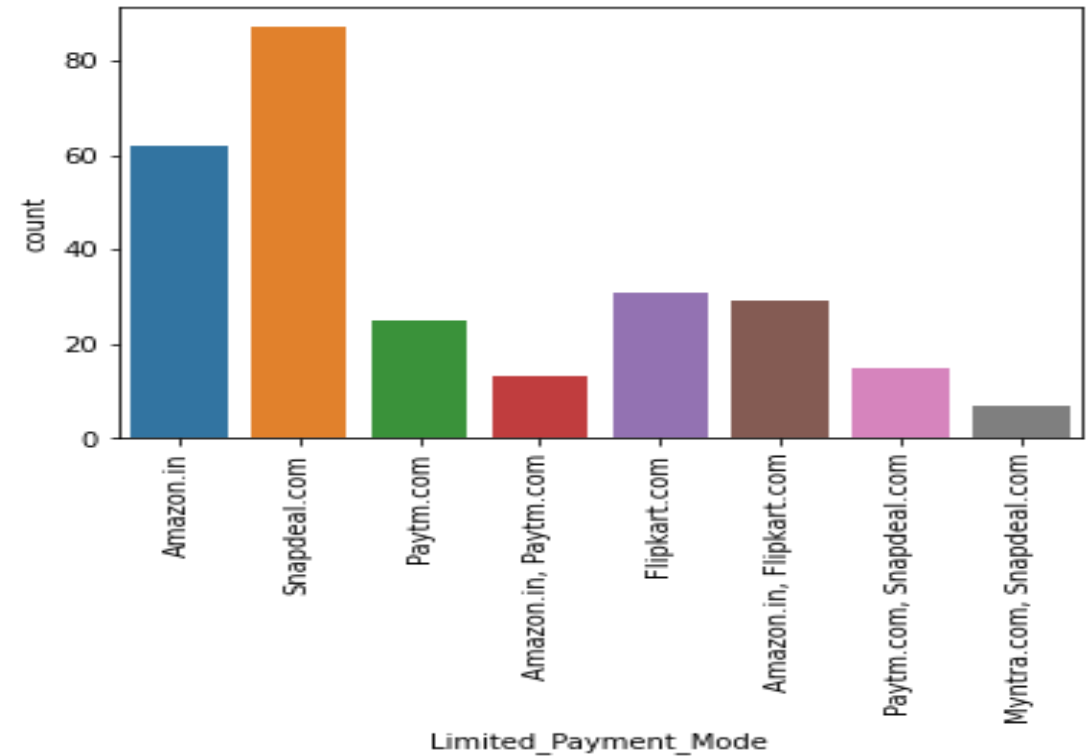
# ANALYSIS

- Here we can see that the websites Myntra and Snapdeal take a long time to load.



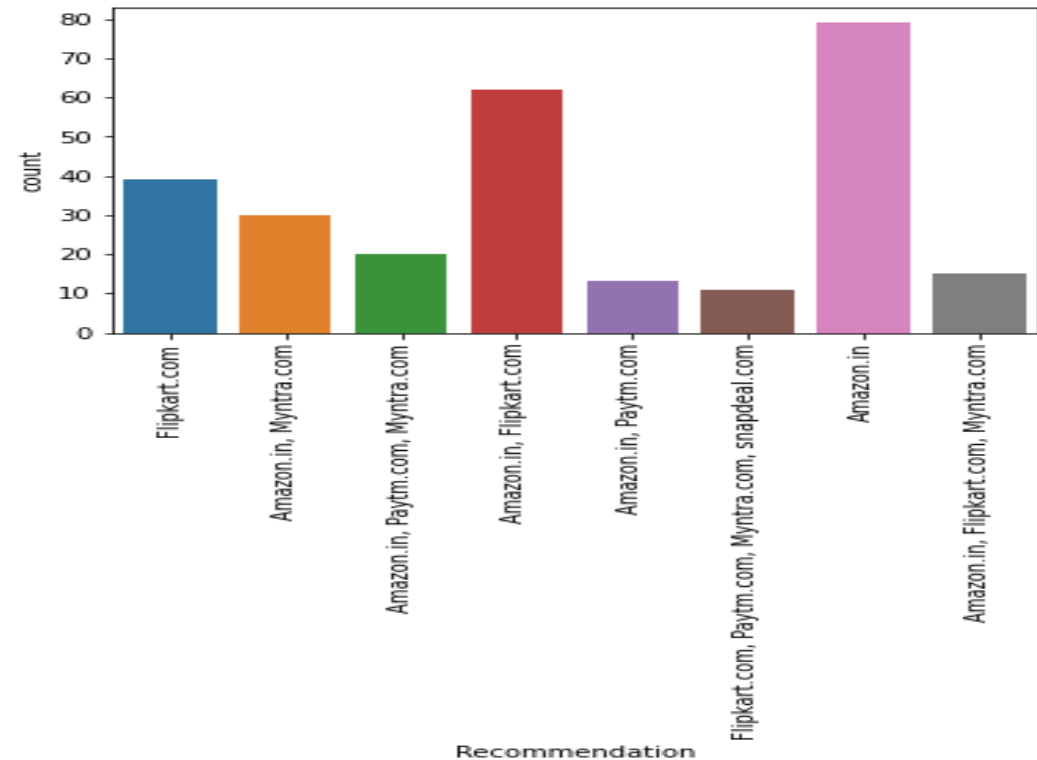
# ANALYSIS

- Customers say that Snapdeal.com has a very limited number of payment methods.



# ANALYSIS

- Finally, we can see that a large number of customers recommend Amazon.in over the other e-commerce websites.



# CONCLUSION

- As per my analysis, I can say that the companies with highest retention and customer satisfaction rates are Amazon.in and Flipkart.com because their positives are in line with the customer preferences and they are most likely to use these websites for purchases in the future.
- The company with very low retention rate and customer satisfaction is with Paytm and Snapdeal because most of the factors are not in line with the customer preferences
- Finally I would say that, customer satisfaction plays a major role in retention, A company should first understand what customers expects while purchasing online (e-commerce) and build a better buying experience which will in turn retain the customer.
- It was also observed that online shopping is not trustworthy and reliable to some consumers because of only online payment mode and personal privacy.

# LIMITATION AND ASSUMPTION

- I would say that the quantity of data we used to analyse the customer retention was moderate.