CUSTOMER RETENTION DATA ANALYSIS PROJECT REPORT

Prepared By

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OVERVIEW

Data Analysis Report is to provide findings of the data collected from Indian online shoppers

Methodology

The data collected through survey of Indian online shoppers is to find the e-retail success factors, which are very much critical for customer satisfaction.
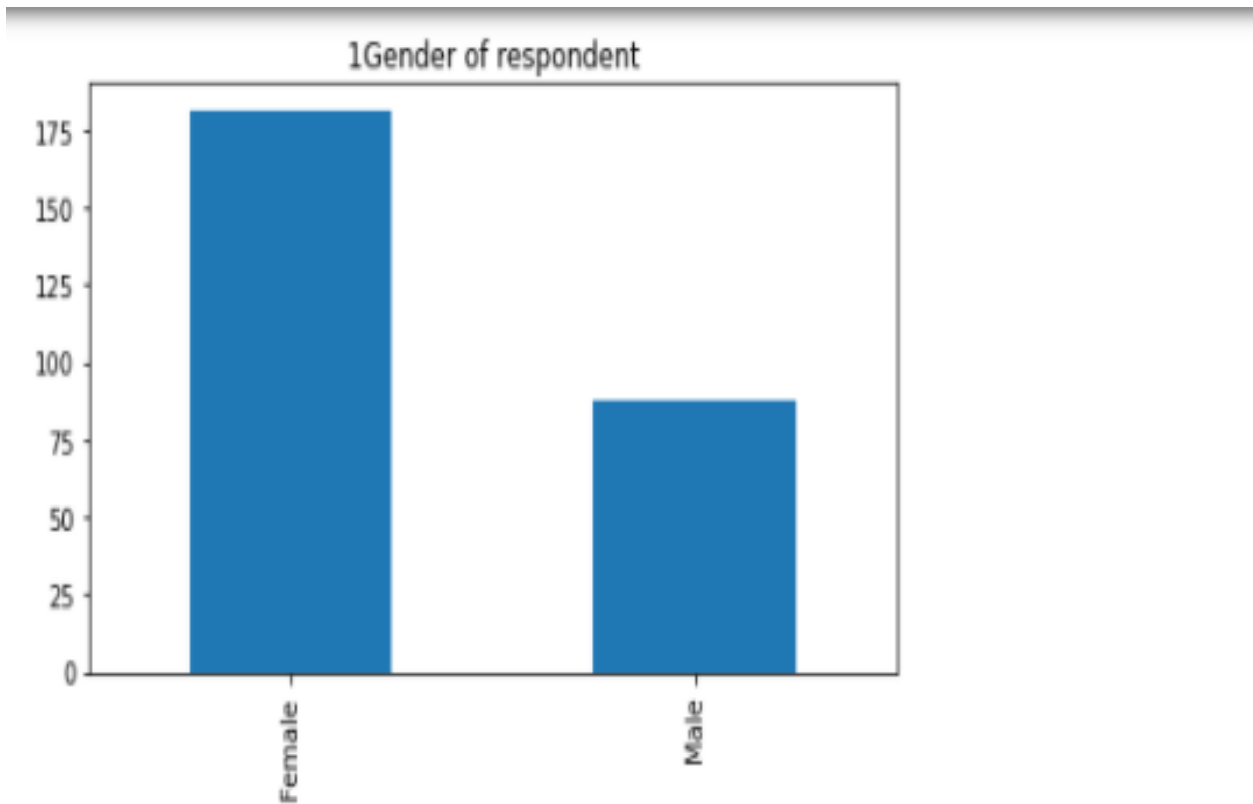
Market Analysis

The target group are the Indian online shoppers of all age groups who are interested in online shopping
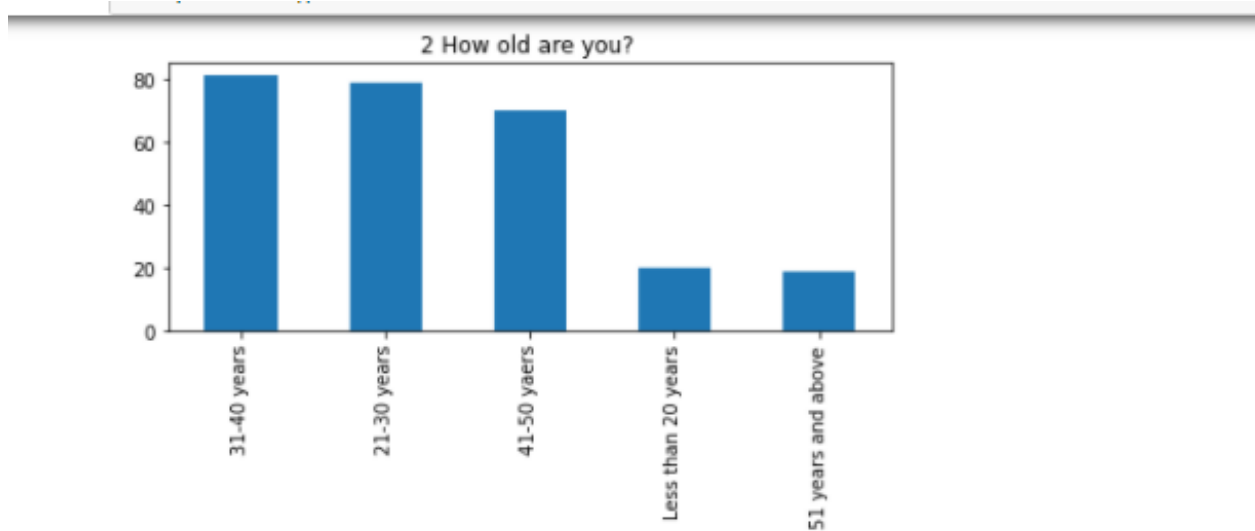
FINDINGS :

Finding 1:

Female customers are more online shoppers compared to Male customers

1Gender of respondent

FINDING 2:

Customers between age group "31-40 ,21-30 and 41-50" are maximum,which means maximum customers are of young age group

2 How old are you?

FINDING 3:

Maximum customers belong to the NCR region i.e customers from Delhi,Greater Noida ,Noida are the maximum followed by Bangalore , Kamal , Solan , Ghaziabad ,Gurgaon etc

3 Which city do you shop online from?

FINDING 4:

Maximum online shoppers have been shopping since more than 4 years followed by 2-3 years ,3-4 years

FINDING 5:

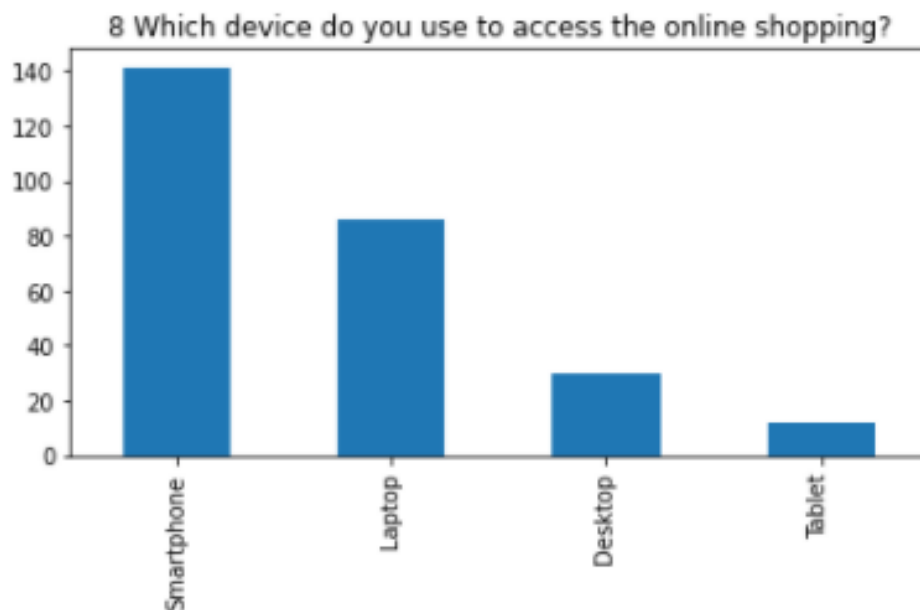Customers with less than 10 times online purchase in last 1 year are maximum followed by 31-40 times , >41 times so on

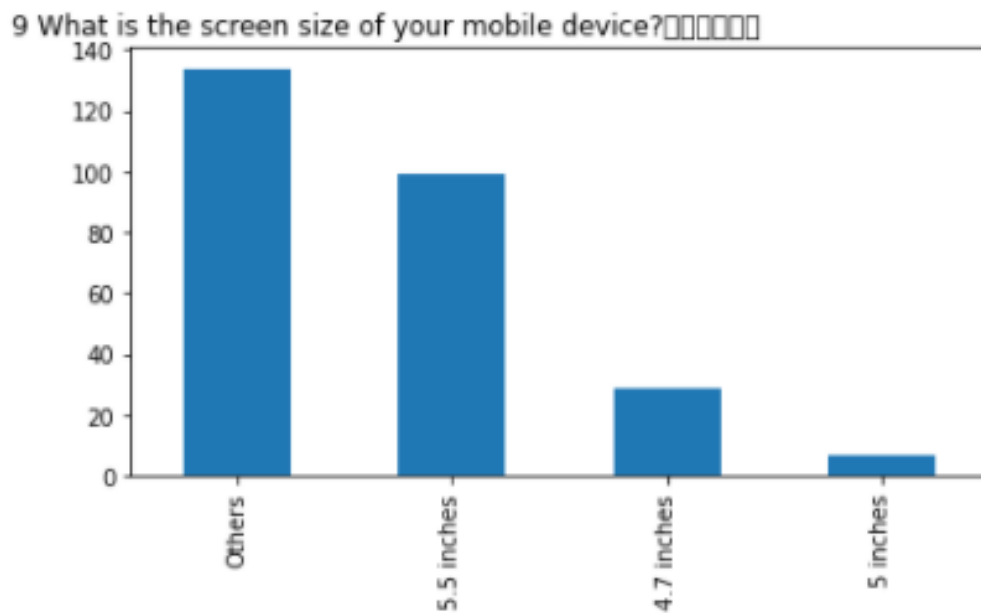Maximum customers shop using mobile internet which shows mobile base customer is maximum followed by wifi customers

7 How do you access the internet while shopping on-line?
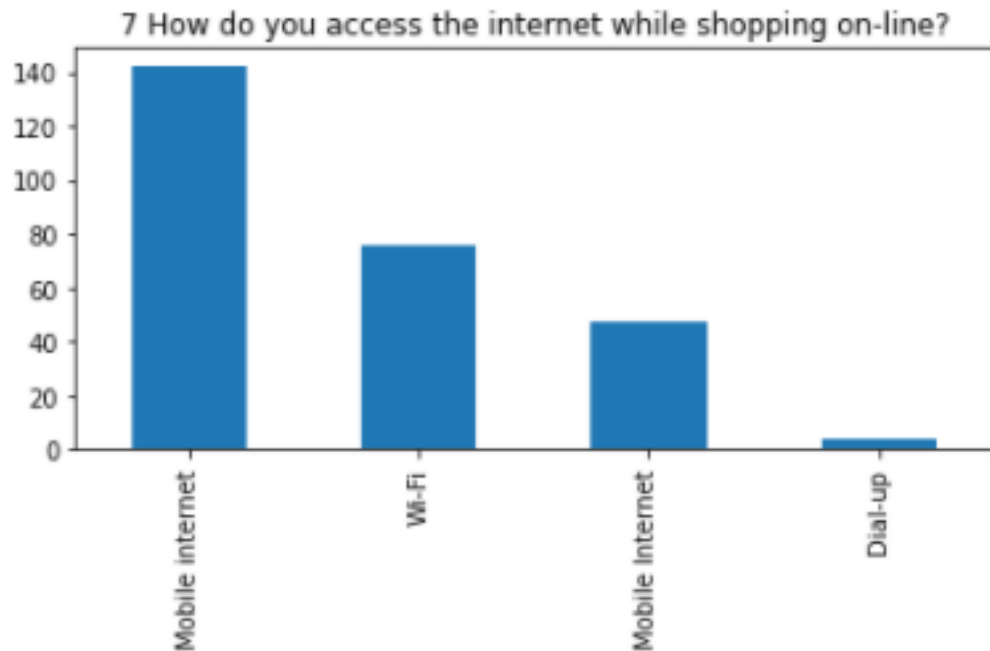
'Smartphone' users are the maximum followed by Laptop , Desktop

8 Which device do you use to access the online shopping?

Customers with mobile screen size others , 5.5 inches are most followed by 4.7 , 5 inches

9 What is the screen size of your mobile device?
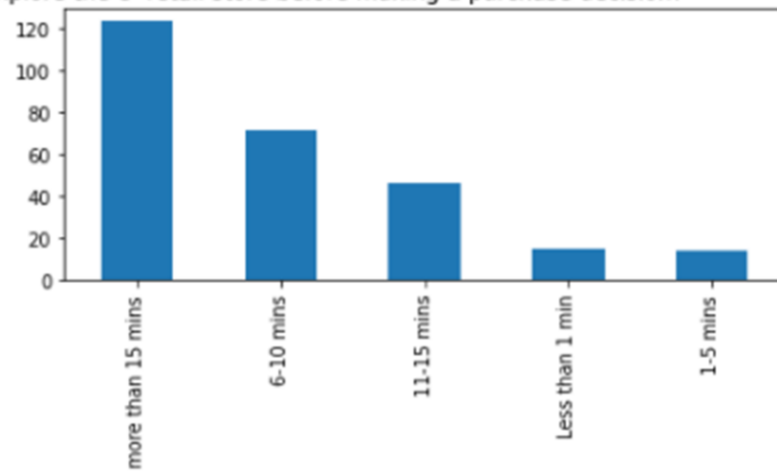
Most Customers favorite online store for first time is "Search engine" followed by Content Marketing ,Display Ads

12 Which channel did you follow to arrive at your favorite online store for the first time?

FINDING 10:

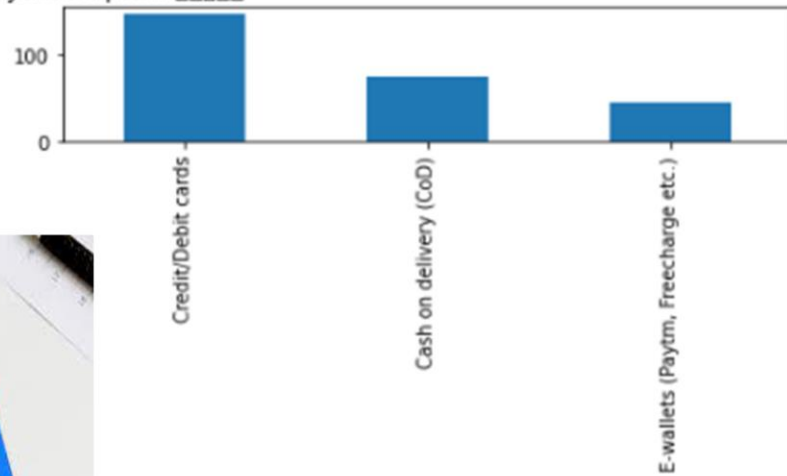14 How much time do you explore the e- retail store before making a purchase decision?

Maximum average time spent by customer in exploring the e-retail store before making a purchase decision is > 15 min followed by 6-10 min , 11-15 min

15 What is your preferred payment Option?

*Most favorite payment option of most customers is credit/debit cards followed by COD,E-Wallets*

18 The content on the website must be easy to read and understand

Most customers "strongly agree" that content on the website must be easy to read and understand followed by "agree"

FINDING 13:

Most customers "strongly agree" for product comparision followed by "agree" ,"indifferent"

19 Information on similar product to the one highlighted is important for product comparison
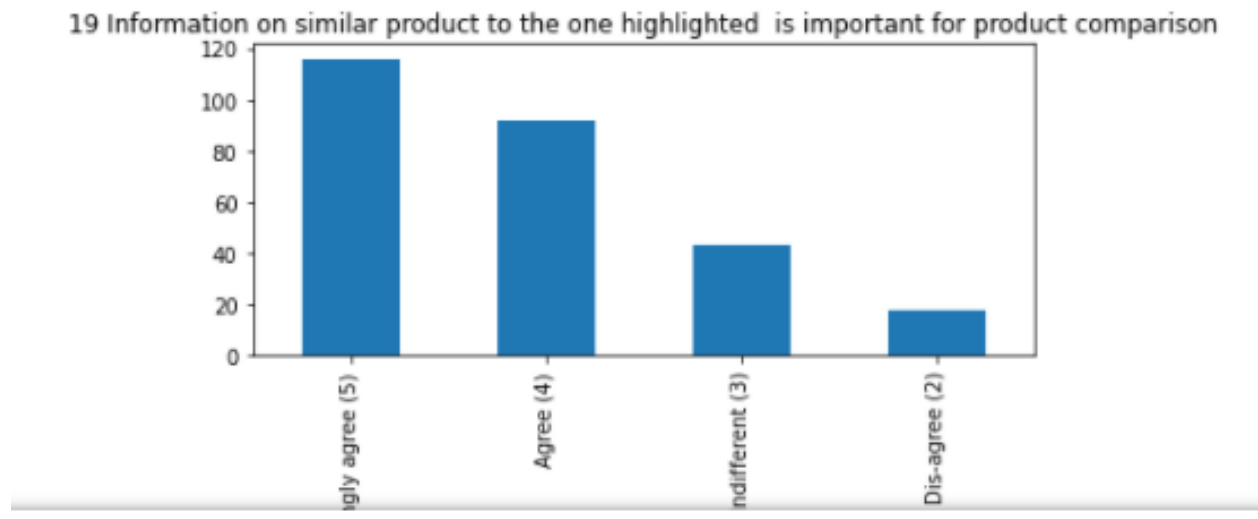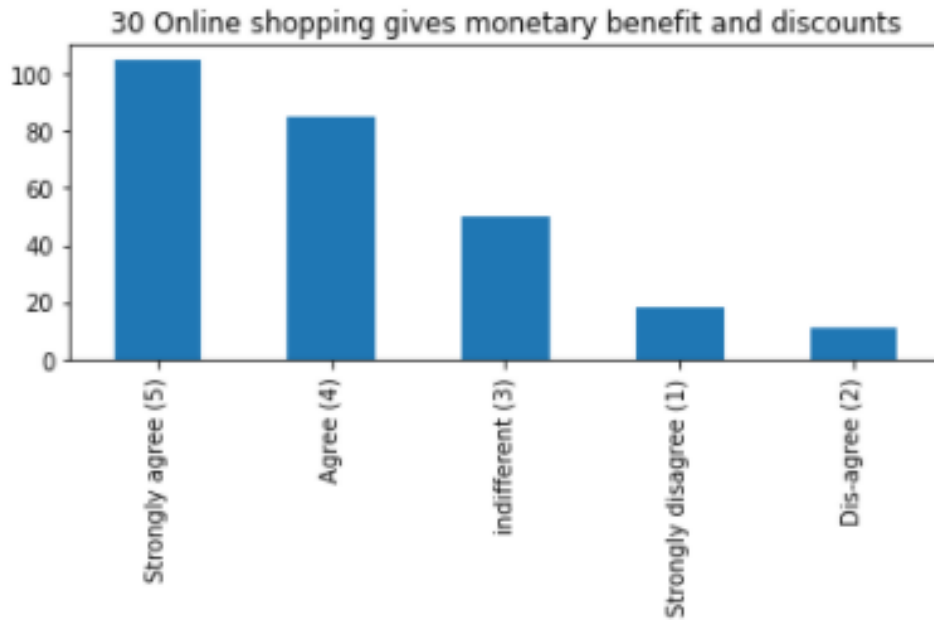

FINDING 14:

Most of the customers "stronly agree" with that privacy of the customer is important , empathy is important and Trust is extremely important

26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time

Most customers "strongly agree" with the fact that online shopping provides monetary benefits,discounts etc and that gaining access to loyalty programs is a benefit of online shopping


30 Online shopping gives monetary benefit and discounts

Maximum customers "stronly agree" with that return and replacement policy of e-retailer is important for purchase decision

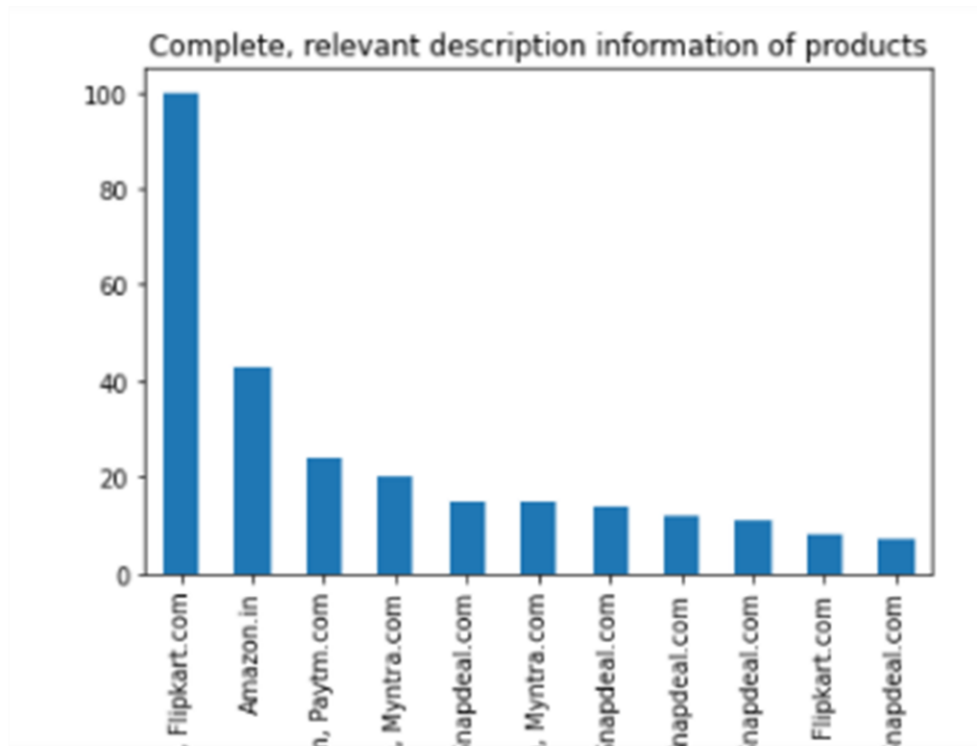33 Return and replacement policy of the e-tailer is important for purchase decision
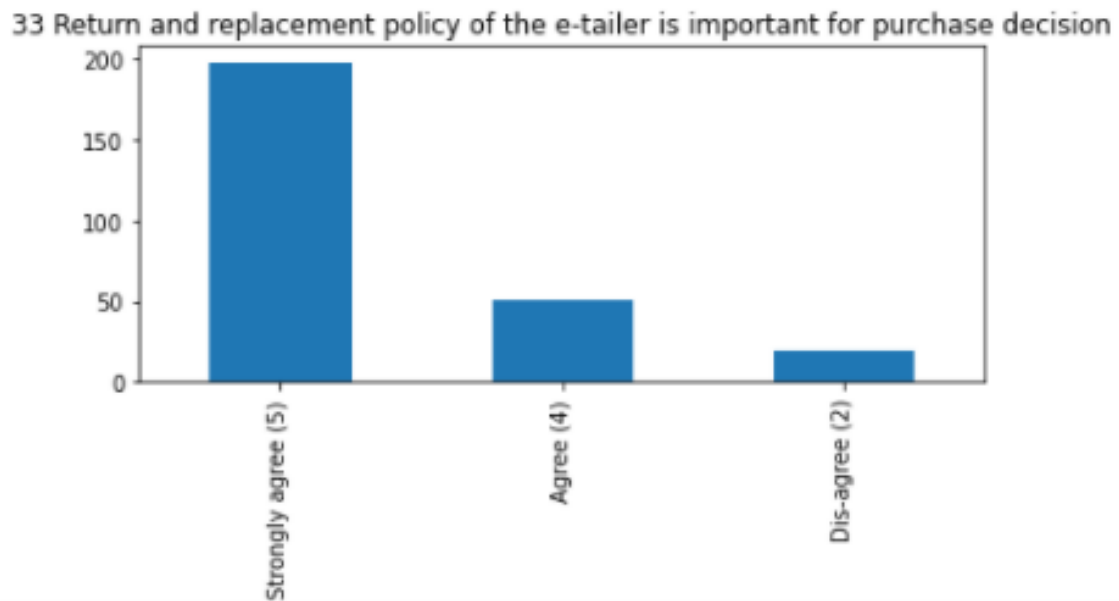
Majority of customers feel that amazon ,flipkart have best visual appealing web page layout
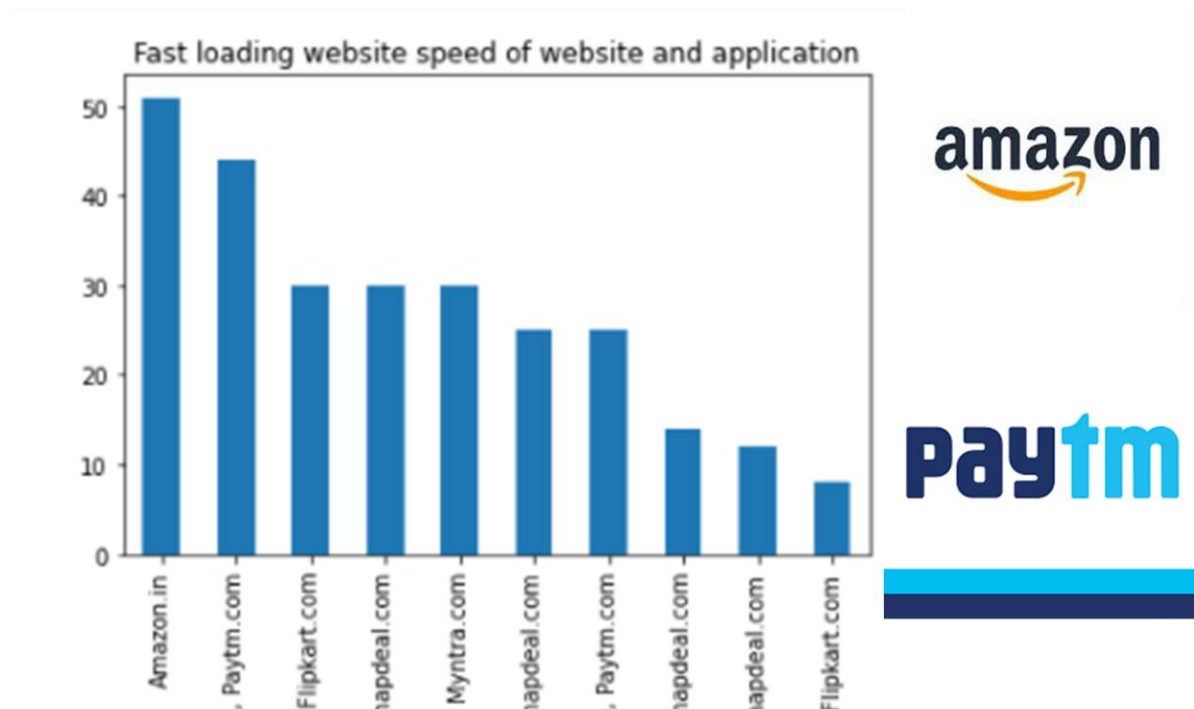

Visual appealing web-page layout

Complete, relevant description information of products
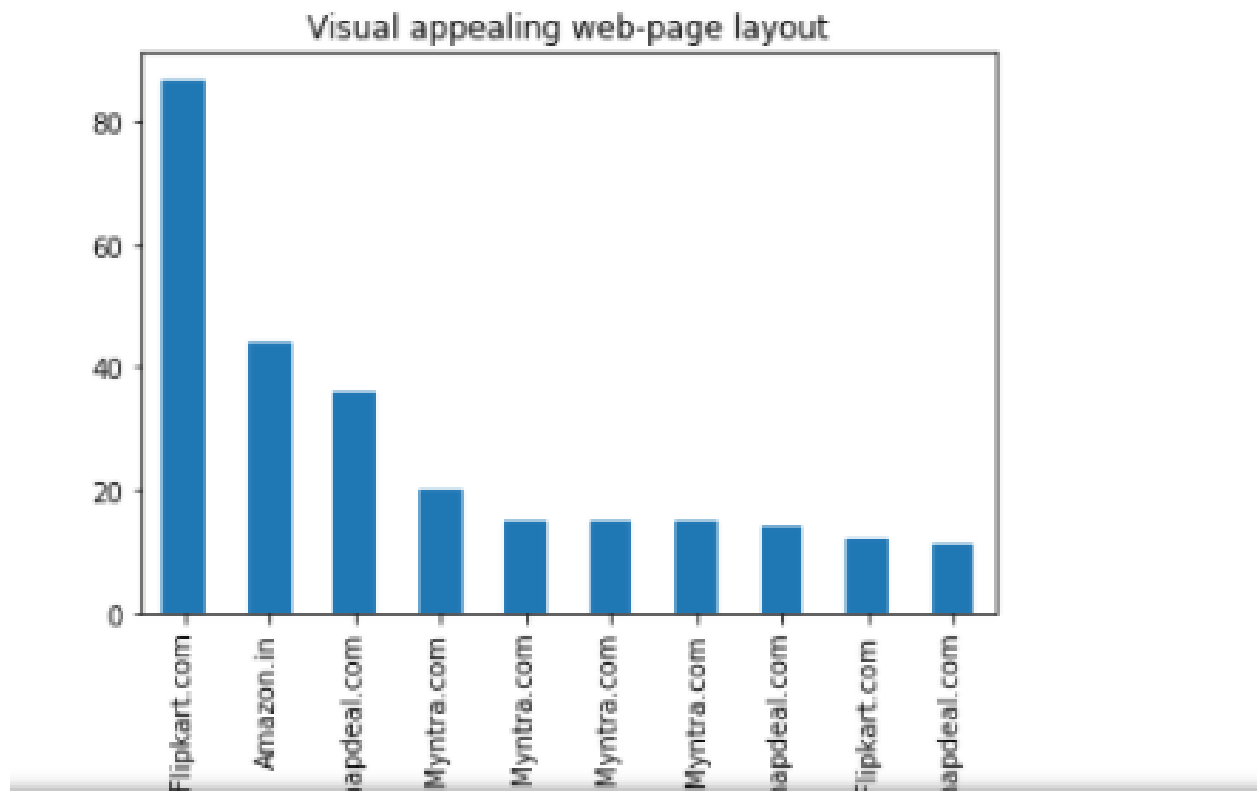
Majority of customers feel that complete and relevan information of products is listed on amazon,flipkart

Fast loading website speed of website and application

Majority of customers feel that amazon,paytm have fast loading websites

FINDING 20:

OTHER IMPORTANT OBSERVATIONS FROM DATASET

 # Most customers feel that amazon , flipkart,paytm website are most quick to complete the purchase

 # Most customers feel that amazon , flipkart,myntra ,snapdeal have availability of several payment options

 # Majority of customers agree that amazon ,flipkart have fastest speedy order delivery

 # Majority of customers agree that amazon ,flipkart,myntra maintain privacy of customers information

 # Most customers feel that approx all websites maintain security of customer financial information

 # MOst customers feel that "Flipkart" has fastest login in time during sales ,promotions period

CONCLUSION:

Customer satisfaction has emerged as one of the most important factors that guarantee the success of online store; it has been posited as a key stimulant of purchase, repurchase intentions and customer loyalty. A comprehensive review of the literature, theories and models have been carried out to propose the models for customer activation and customer retention. Five major factors that contributed to the success of an e-commerce store have been identified as: service quality, system quality, information quality, trust and net benefit. The research furthermore investigated the factors that influence the online customers repeat purchase intention. The combination of both utilitarian value and hedonistic values are needed to affect the repeat purchase intention (loyalty) positively.