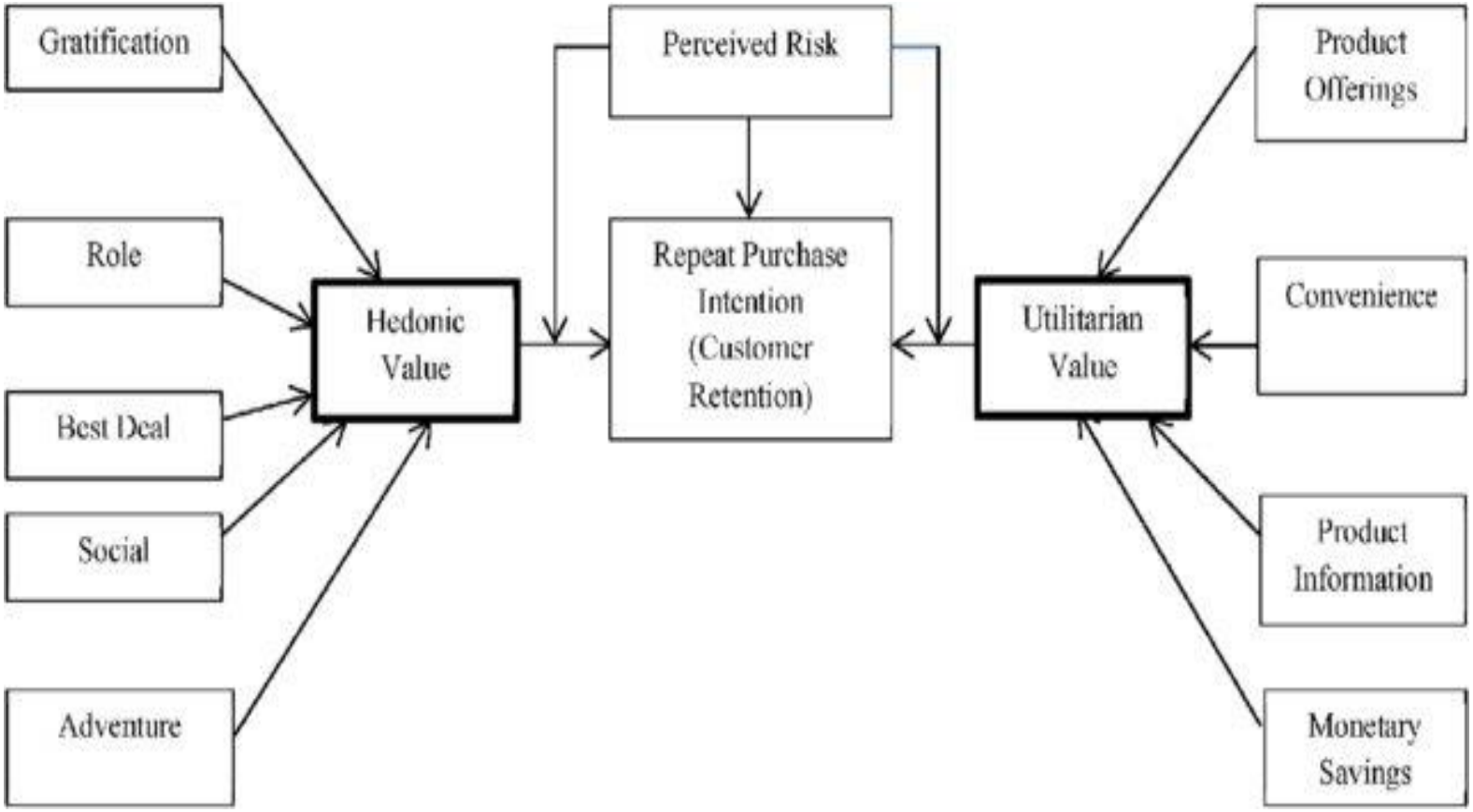
CUSTOMER RETENTION DATA ANALYSIS

POWER POINT PRESENTATION

CUSTOMER SHOPPING LIFE CYCLE



```
# Customer Retention

import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
import seaborn as sns

%matplotlib inline

import warnings
warnings.filterwarnings('ignore')


df=pd.read_csv(r'C:\ProgramData\customer_retention_dataset.csv')
df.head()
```

ut[15]:

	1Gender of respondent	2 How old are you?	3 Which city do you shop online from?	4 What is the Pin Code of where you shop online from?	5 Since How Long You are Shopping Online ?	6 How many times you have made an online purchase in the past 1 year?	7 How do you access the internet while shopping on-line?	8 Which device do you use to access the online shopping?	9 What is the screen size of your mobile device? \t\t\t\t\t\t	10 What is the operating system (OS) of your device? \t\t\t\t	...	Longer time to get logged in (promotion, sales period)	Longer time in displaying graphics and photos (promotion, sales period)	Late declaration of price (promotion, sales period)	
0	Male	31-40 years	Delhi	110009	Above 4 years	31-40 times	Dial-up	Desktop	Others	Window/windows Mobile	...	Amazon.in	Amazon.in	Flipkart.com	
1	Female	21-30 years	Delhi	110030	Above 4 years	41 times and above	Wi-Fi	Smartphone	4.7 inches	IOS/Mac	...	Amazon.in, Flipkart.com	Myntra.com	snapdeal.com	S

In [3]:

Slide Type: Slide

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df.shape
```

Out[3]: (269, 71)

In [ ]:

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# We have 269 rows and 71 columns in dataset
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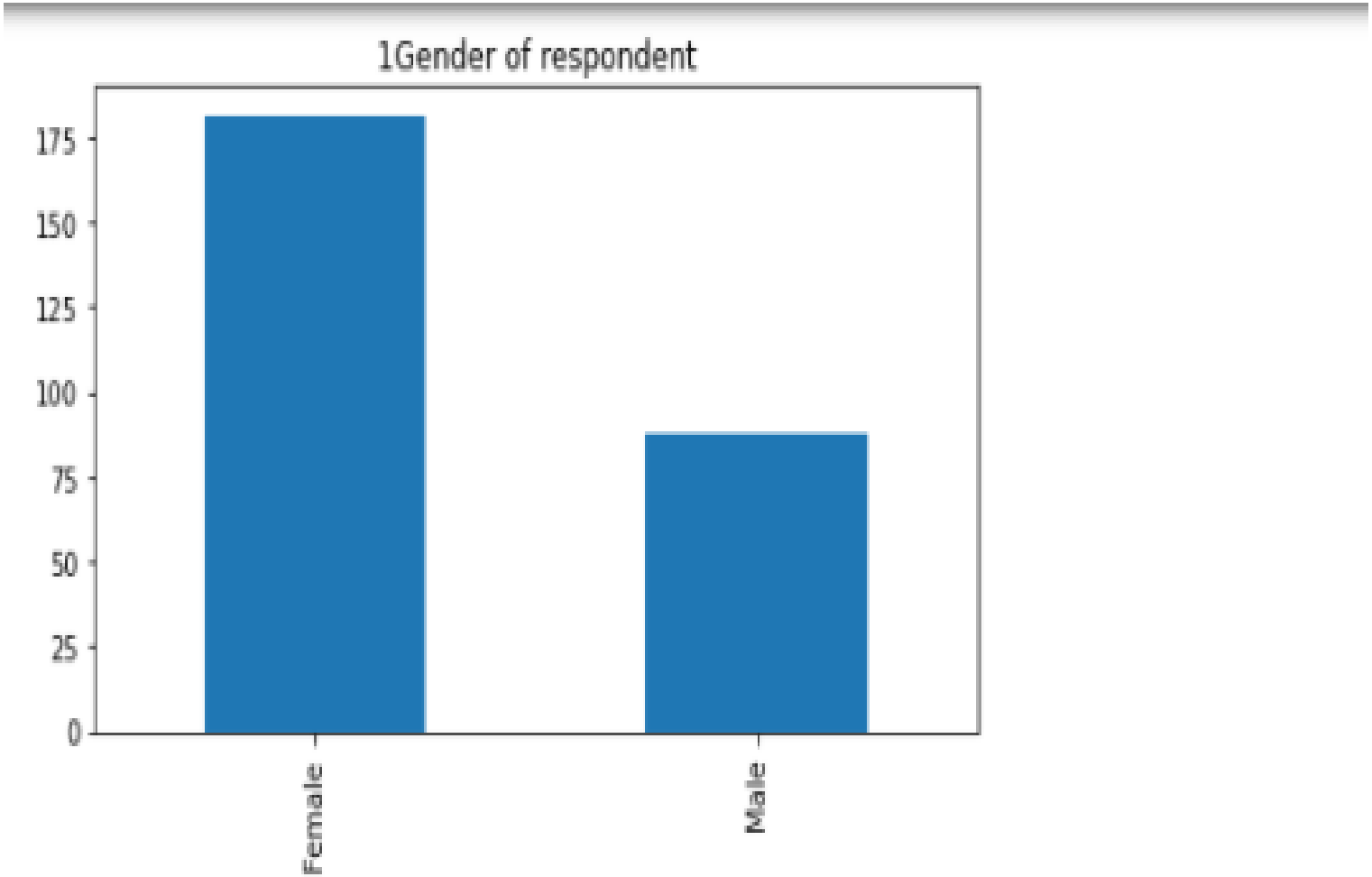
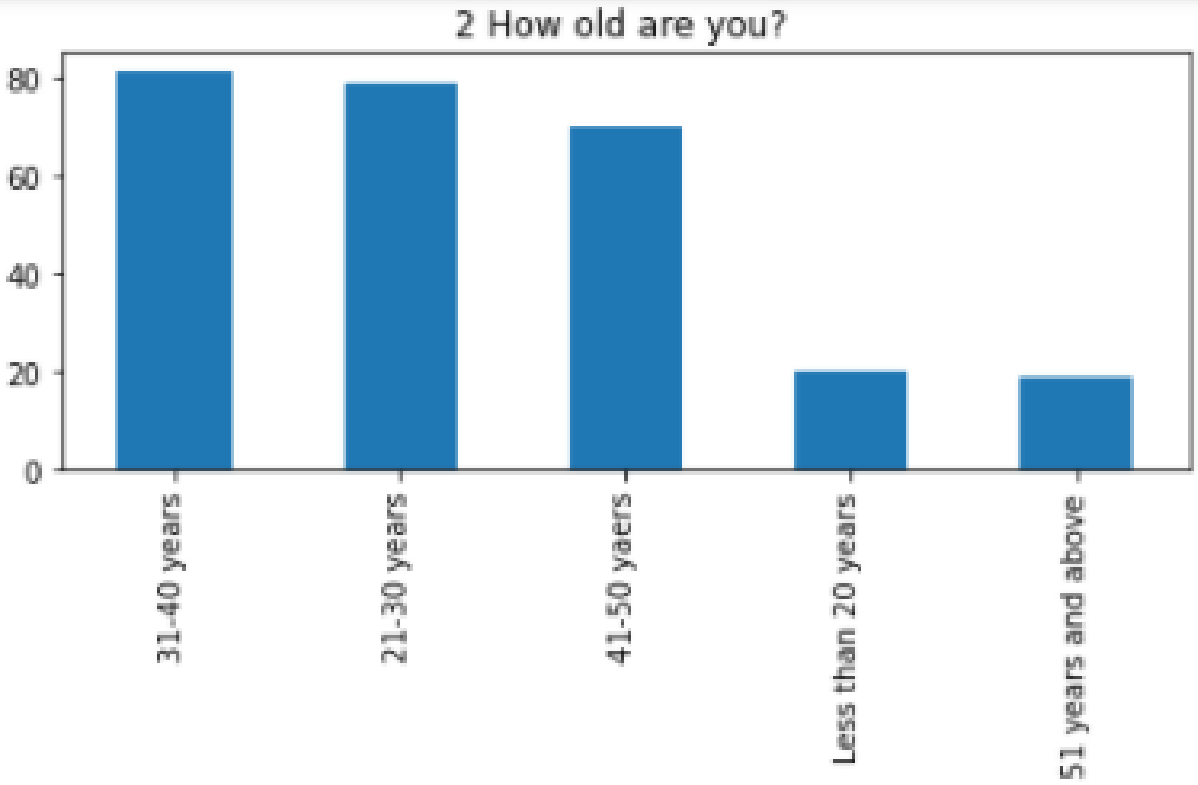


Female customers are more online shoppers compared to Male customers

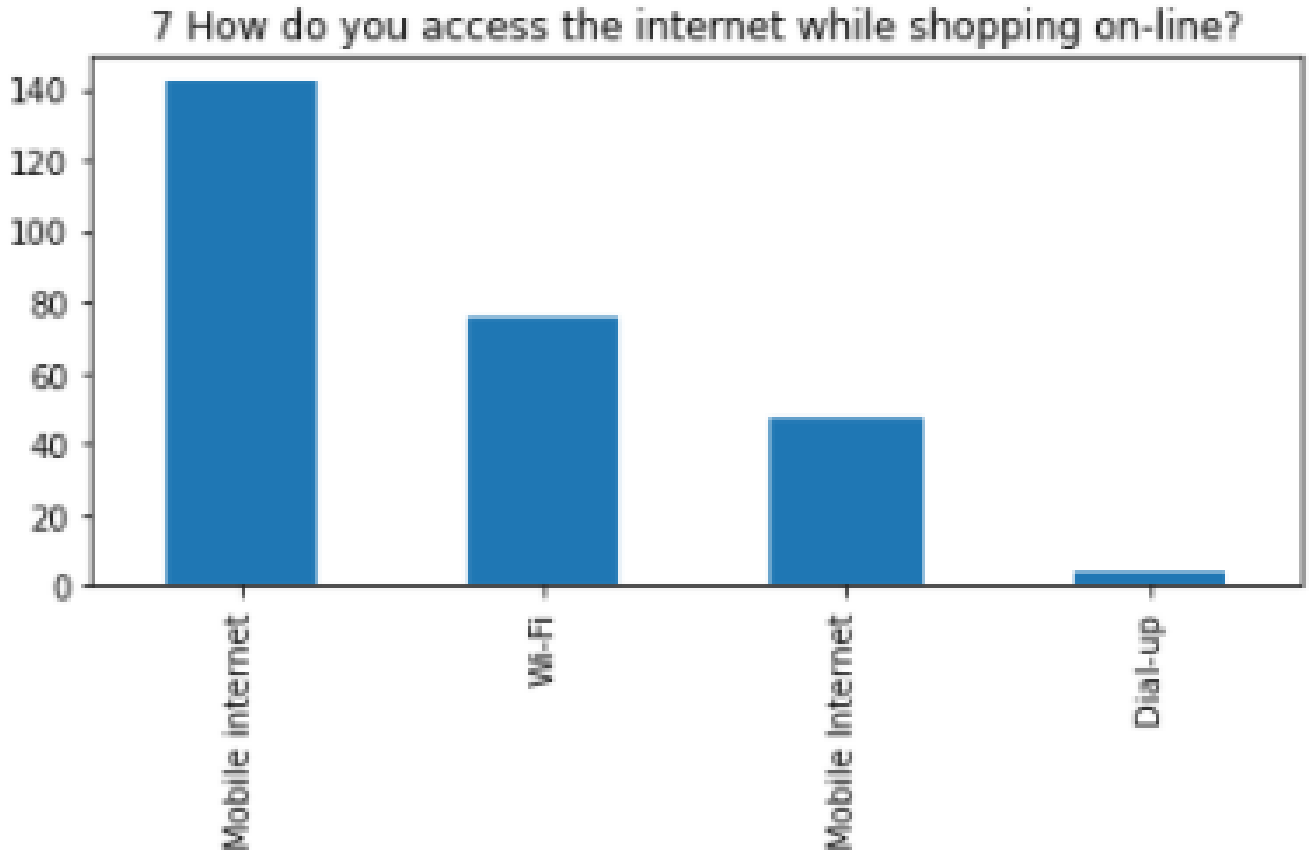


Customers between age group "31-40 ,21-30 and 41-50" are maximum,which means maximum customers are of young age group

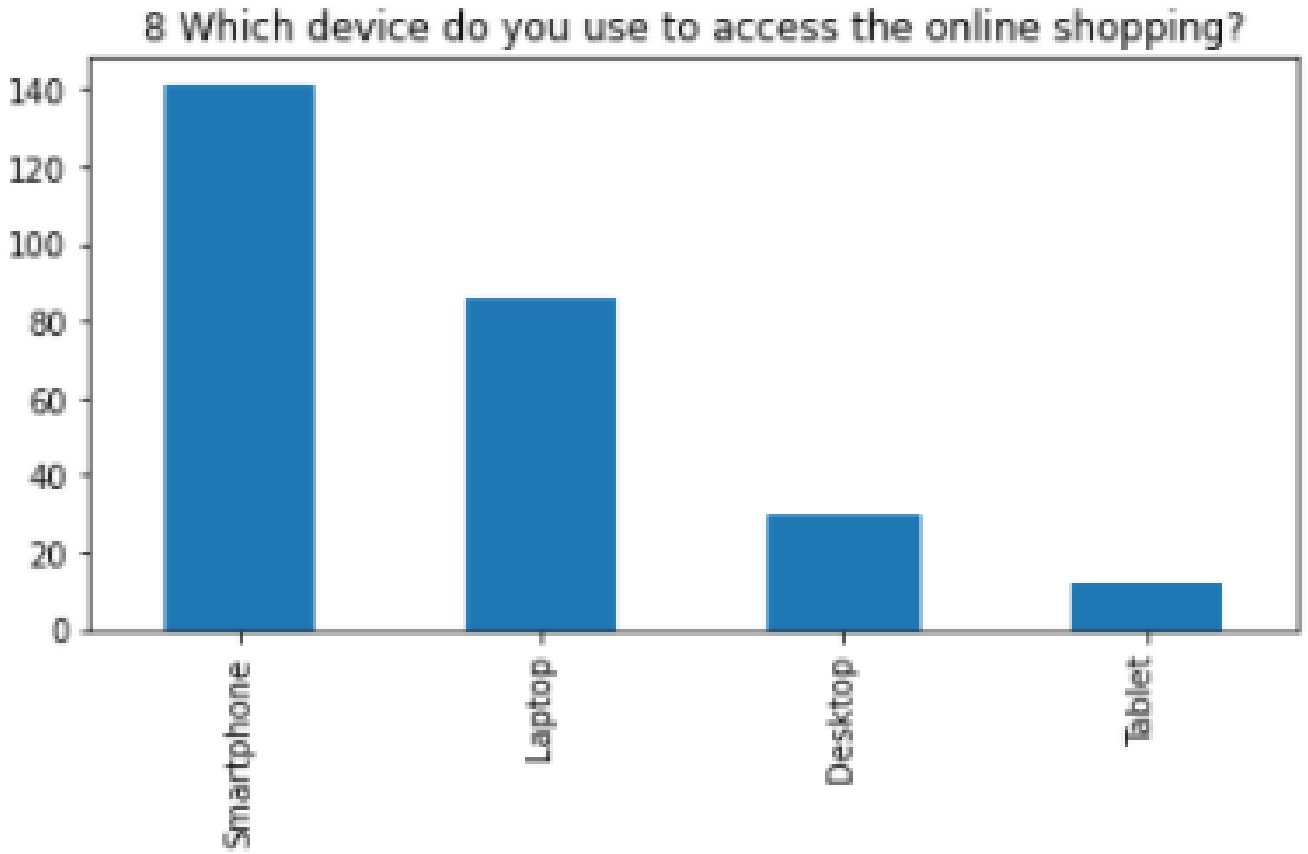
Maximum customers belong to the NCR region i.e customers from Delhi,Greater Noida ,Noida are the maximum followed by Bangalore ,Kamal,Solan,Ghaziabad,Gurgaon etc

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

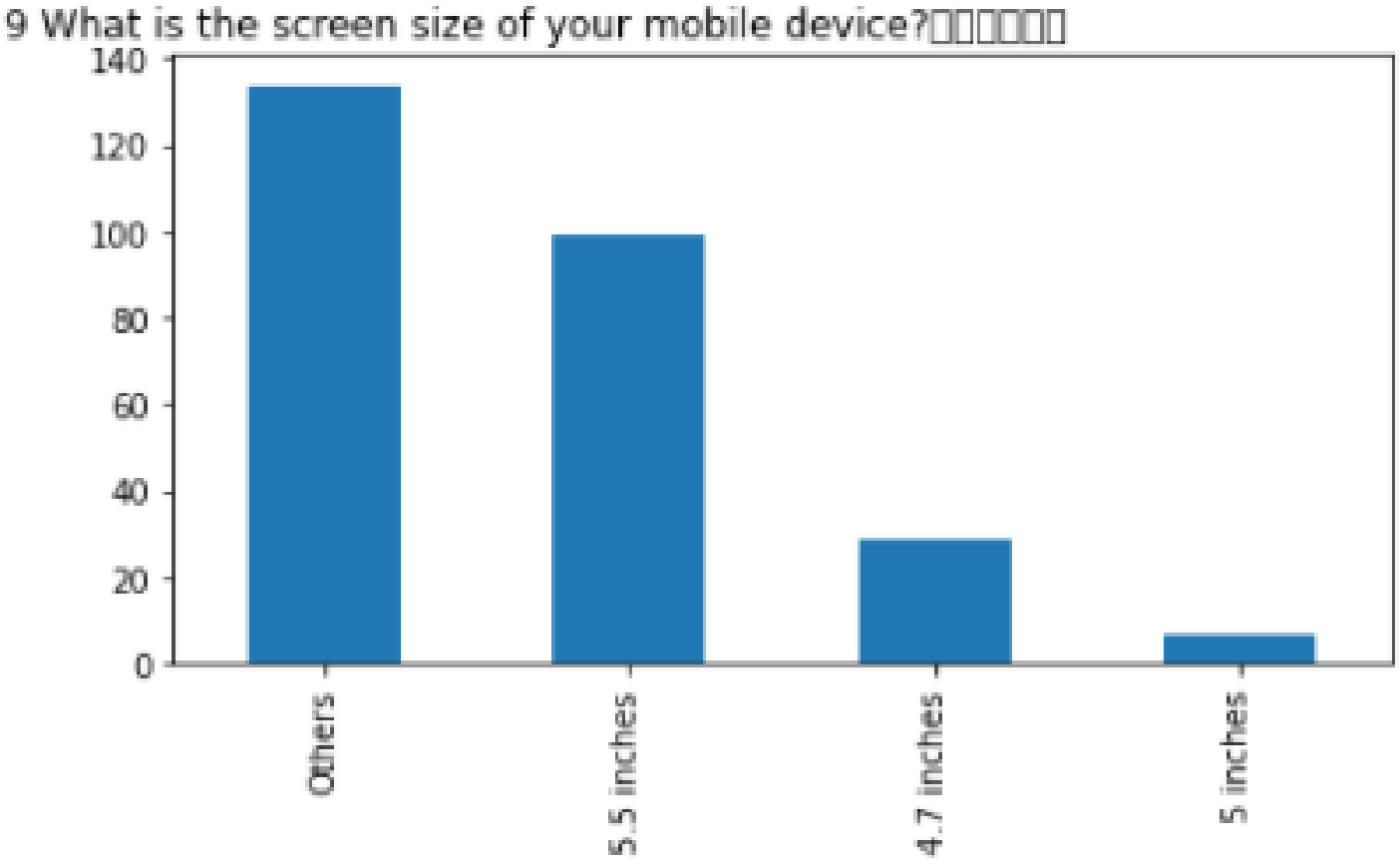
Customers with less than 10 times online purchase in last 1 year are maximum followed by 31-40 times , >41 times so on



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

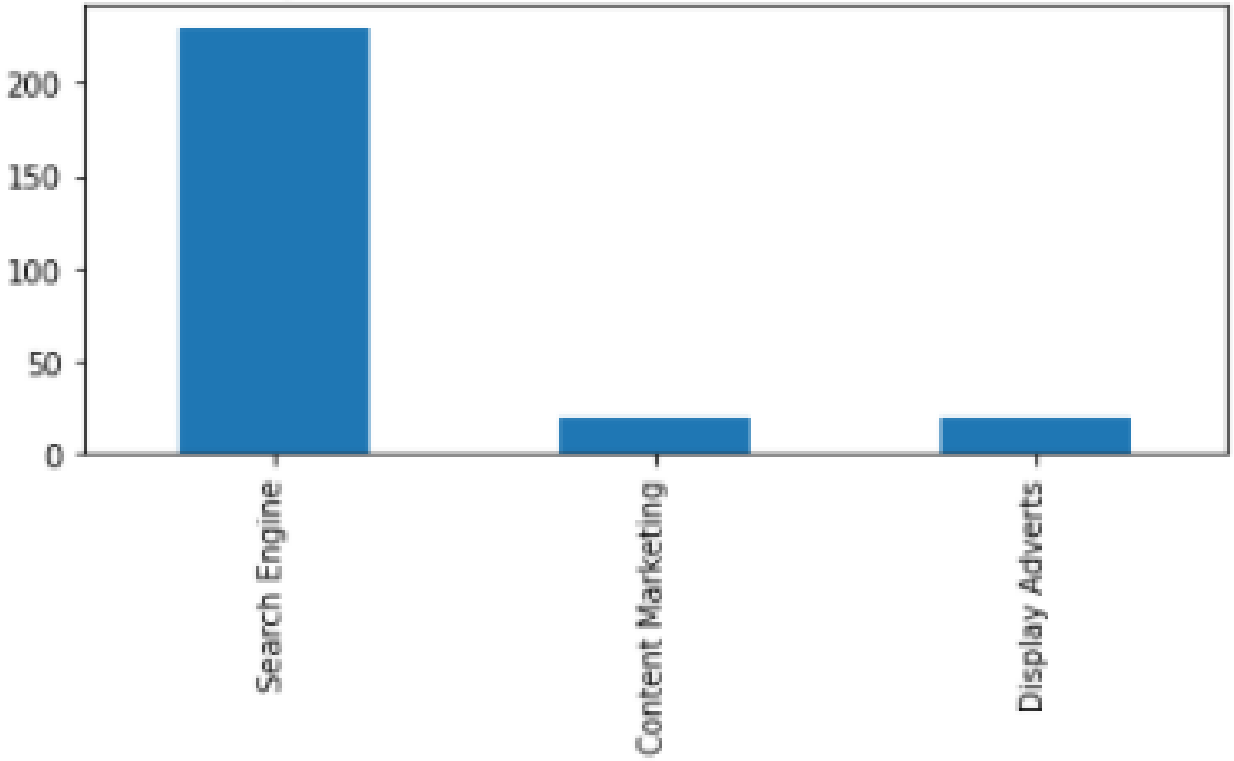


'Smartphone' users are the maximum followed by Laptop , Desktop



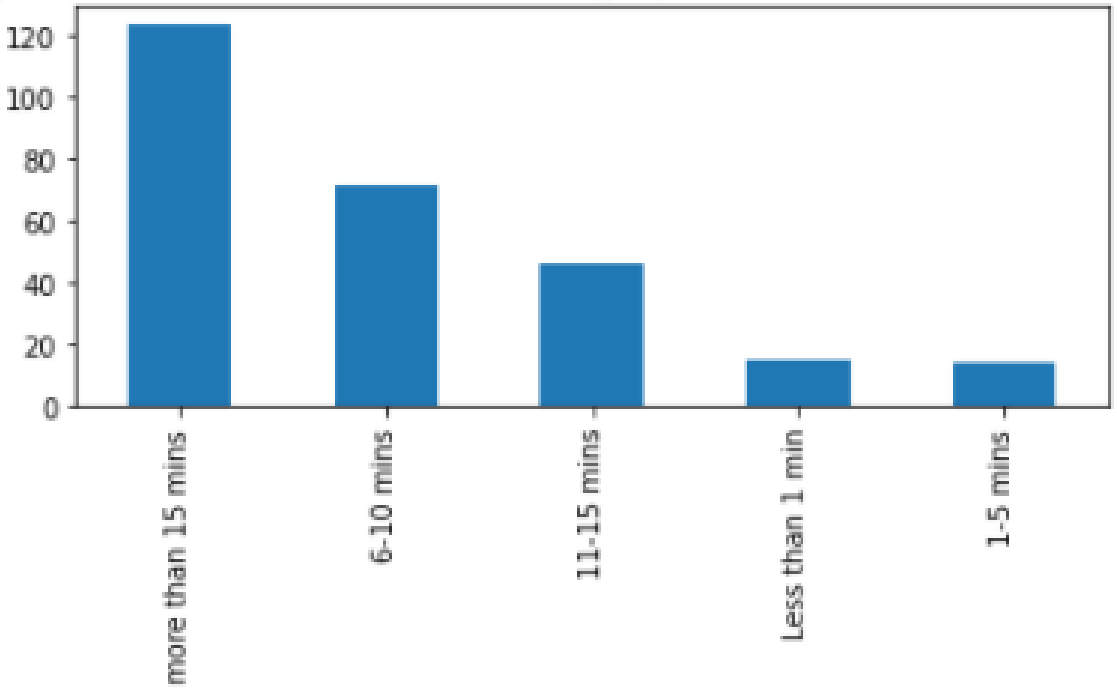
Customers with mobile screen size others , 5.5 inches are most followed by 4.7 , 5 inches

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

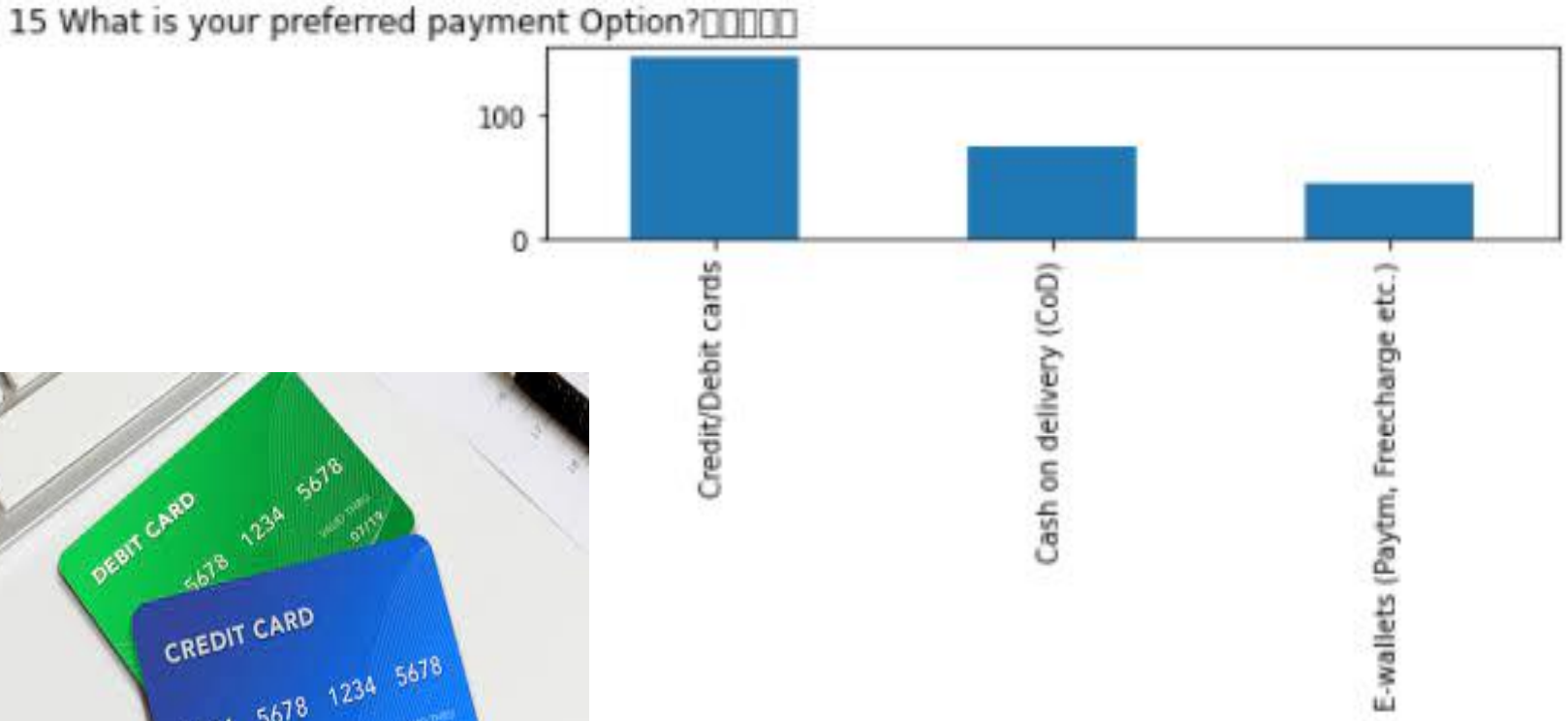


Most Customers favorite online store for first time is "Search engine" followed by Content Marketing ,Display Ads

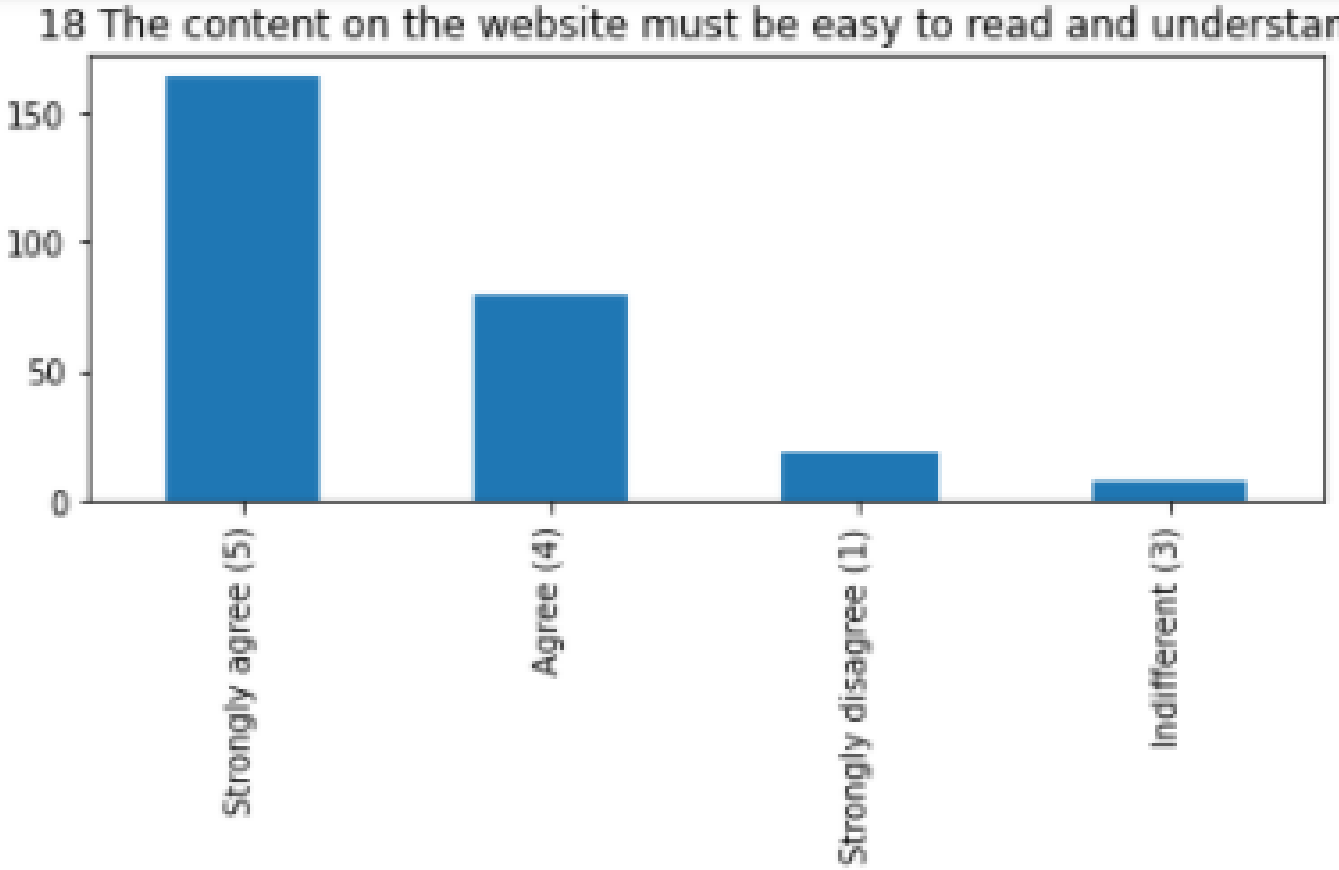
14 How much time do you explore the e- retail store before making a purchase decision?



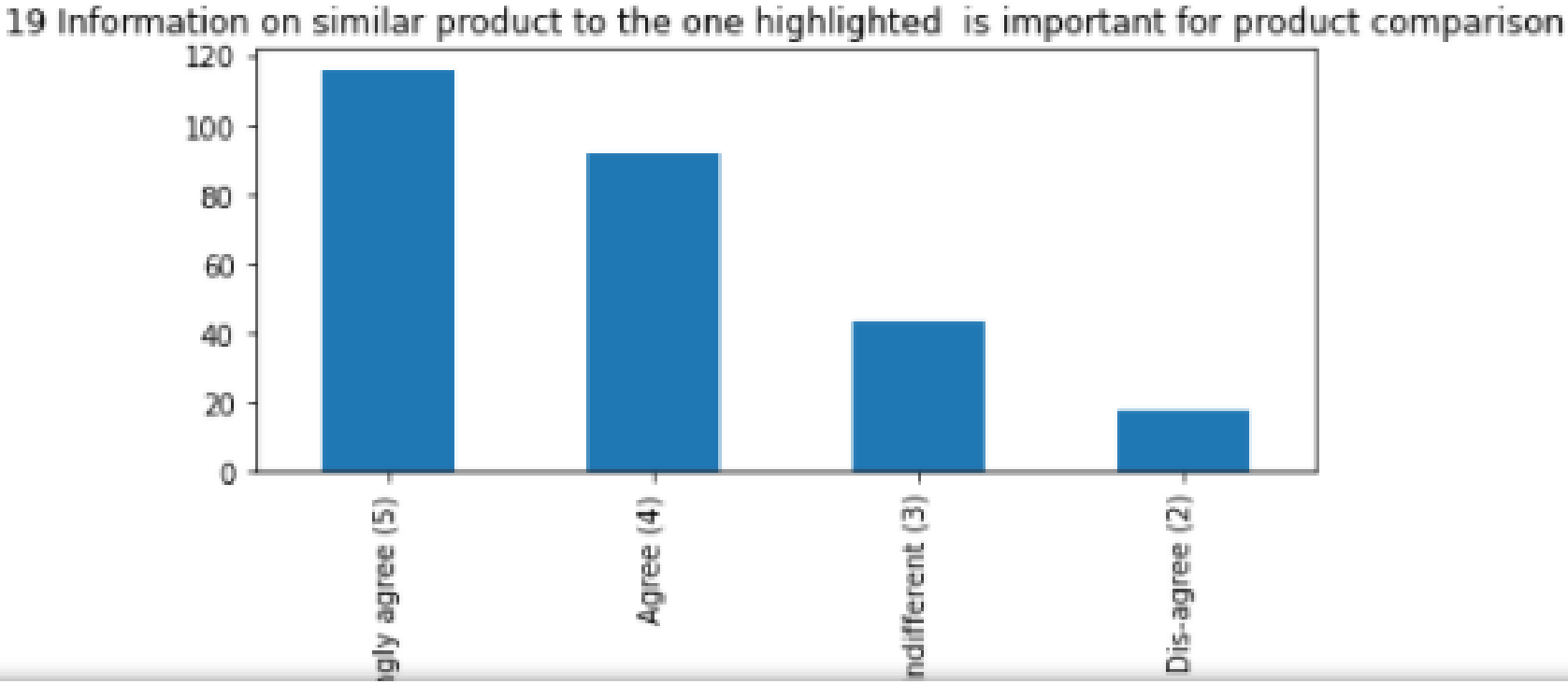
Maximum average time spent by customer in exploring the e-retail store before making a purchase decision is > 15 min followed by 6-10 min , 11-15 min



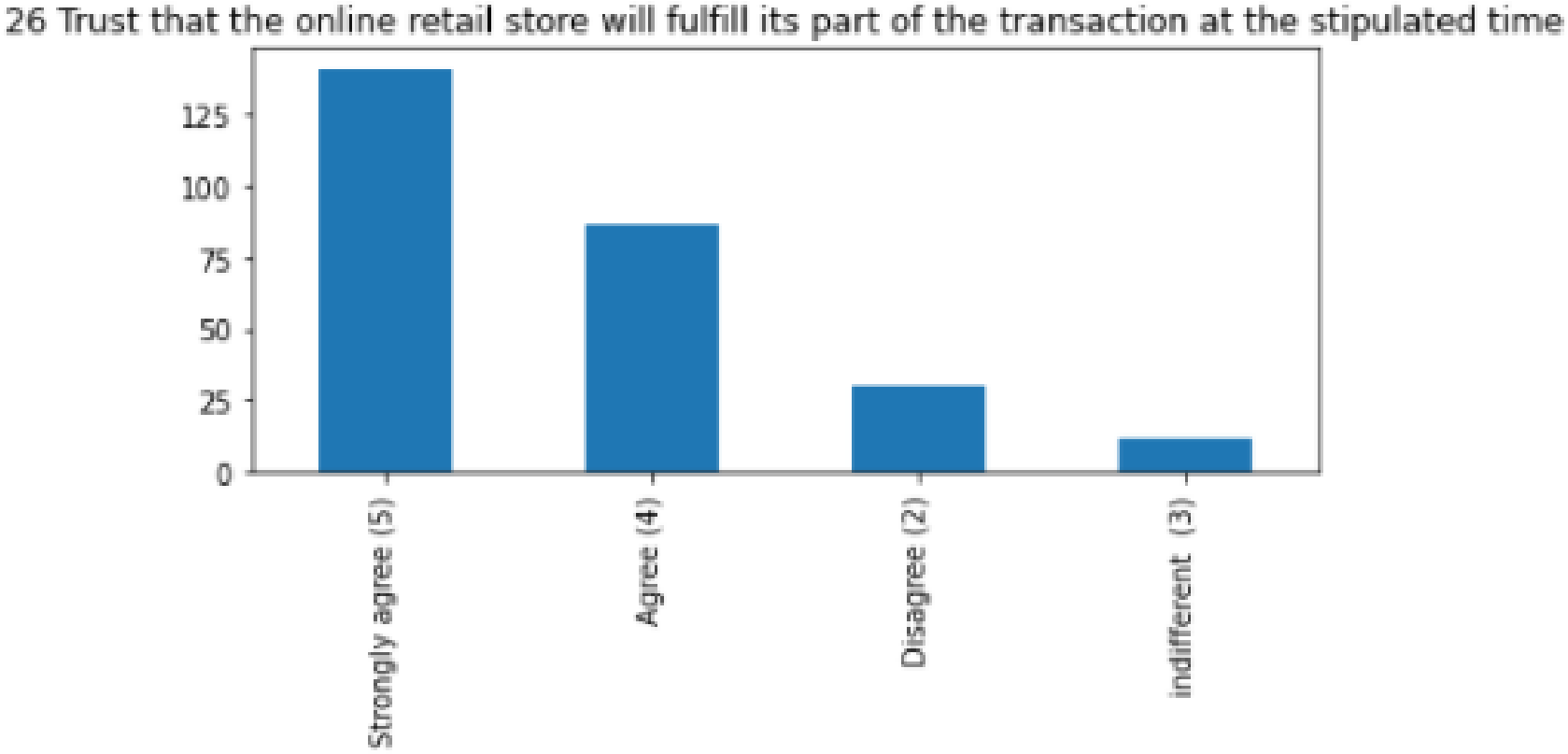
Most favorite payment option of most customers is credit/debit cards followed by COD,E-Wallets



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

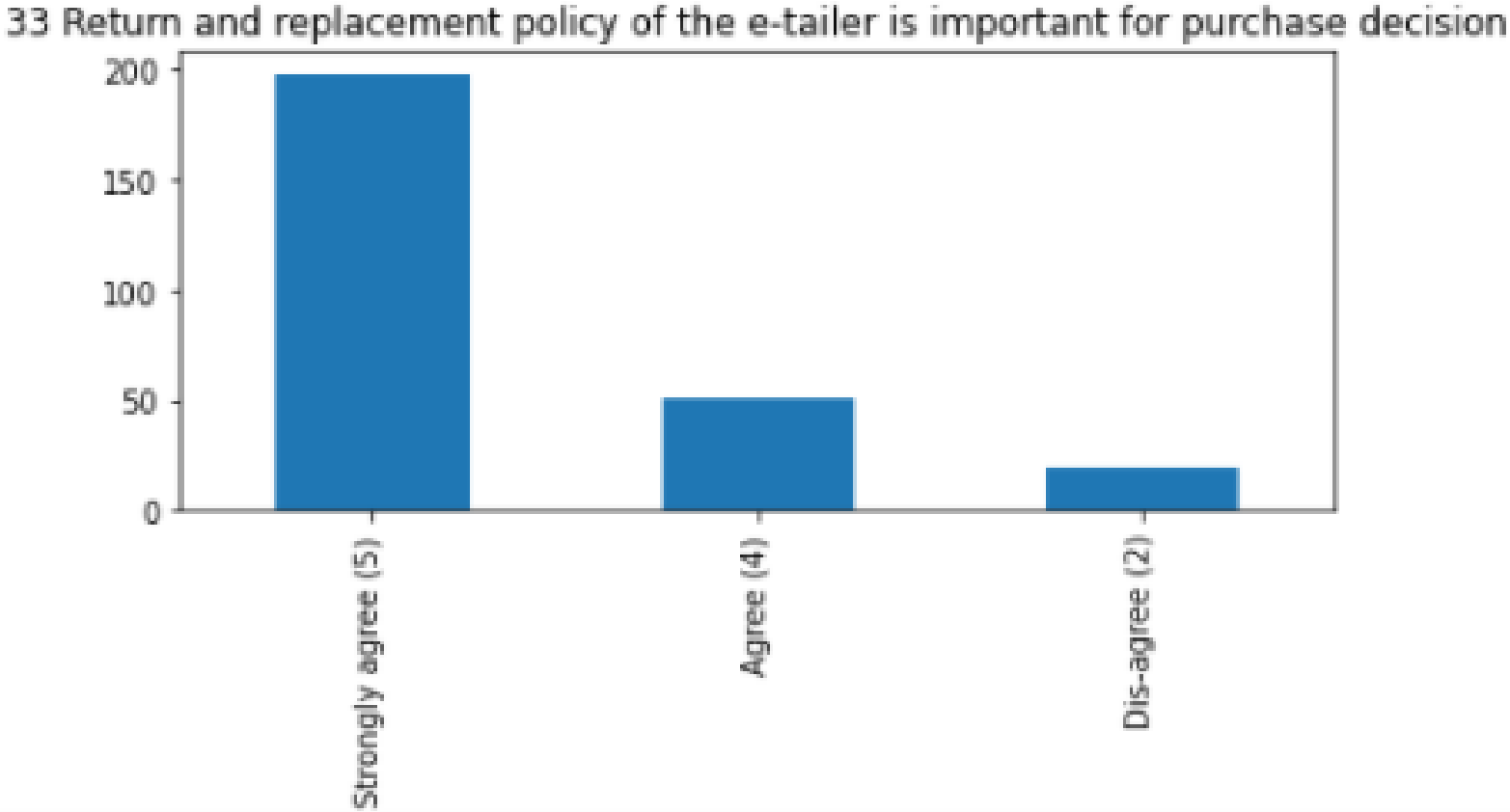


Most customers "strongly agree" for product comparision followed by "agree" ,"indifferent"

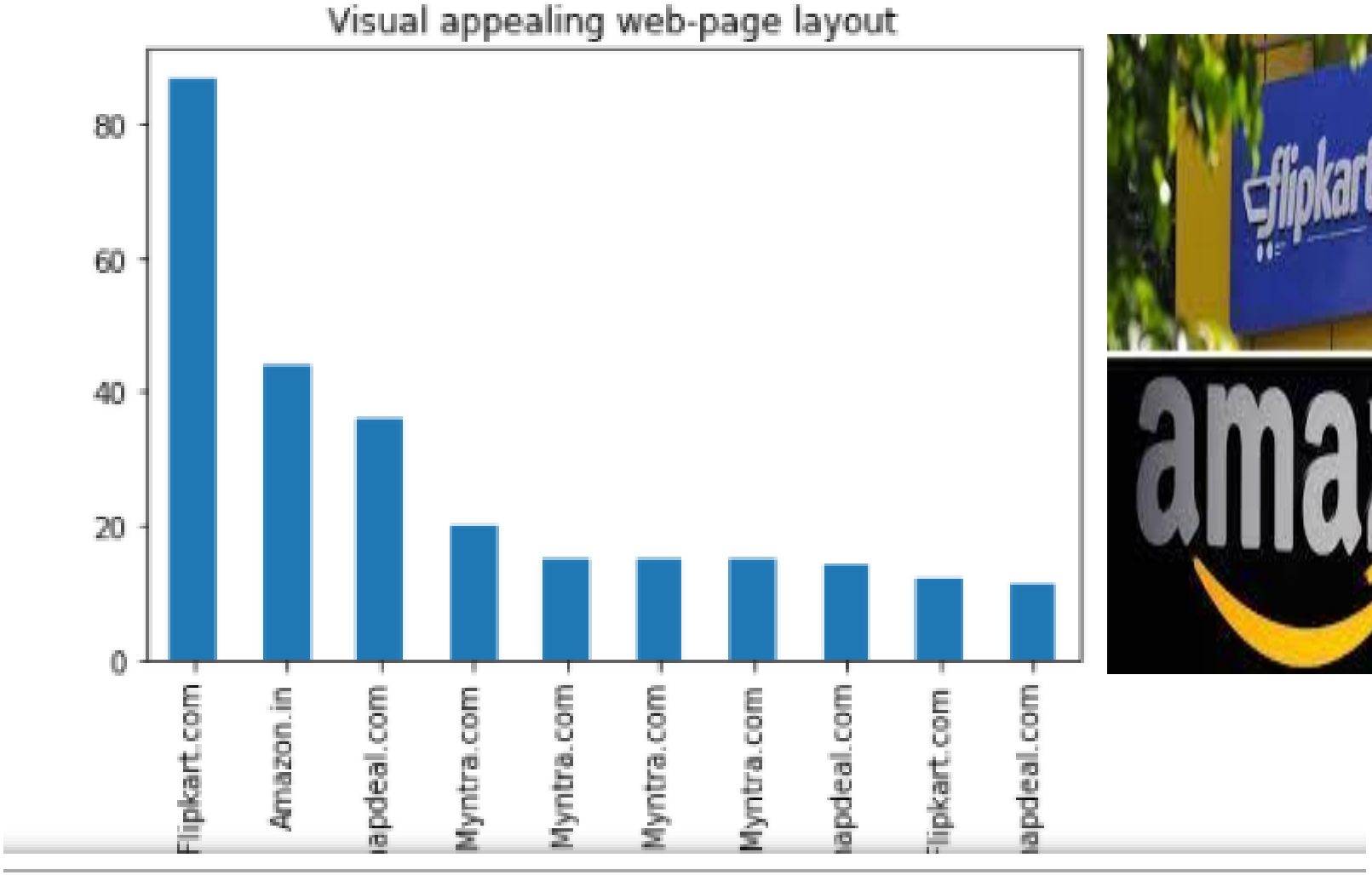


Most of the customers "stronly agree" with that privacy of the customer is important , empathy is important and Trust is extremely important

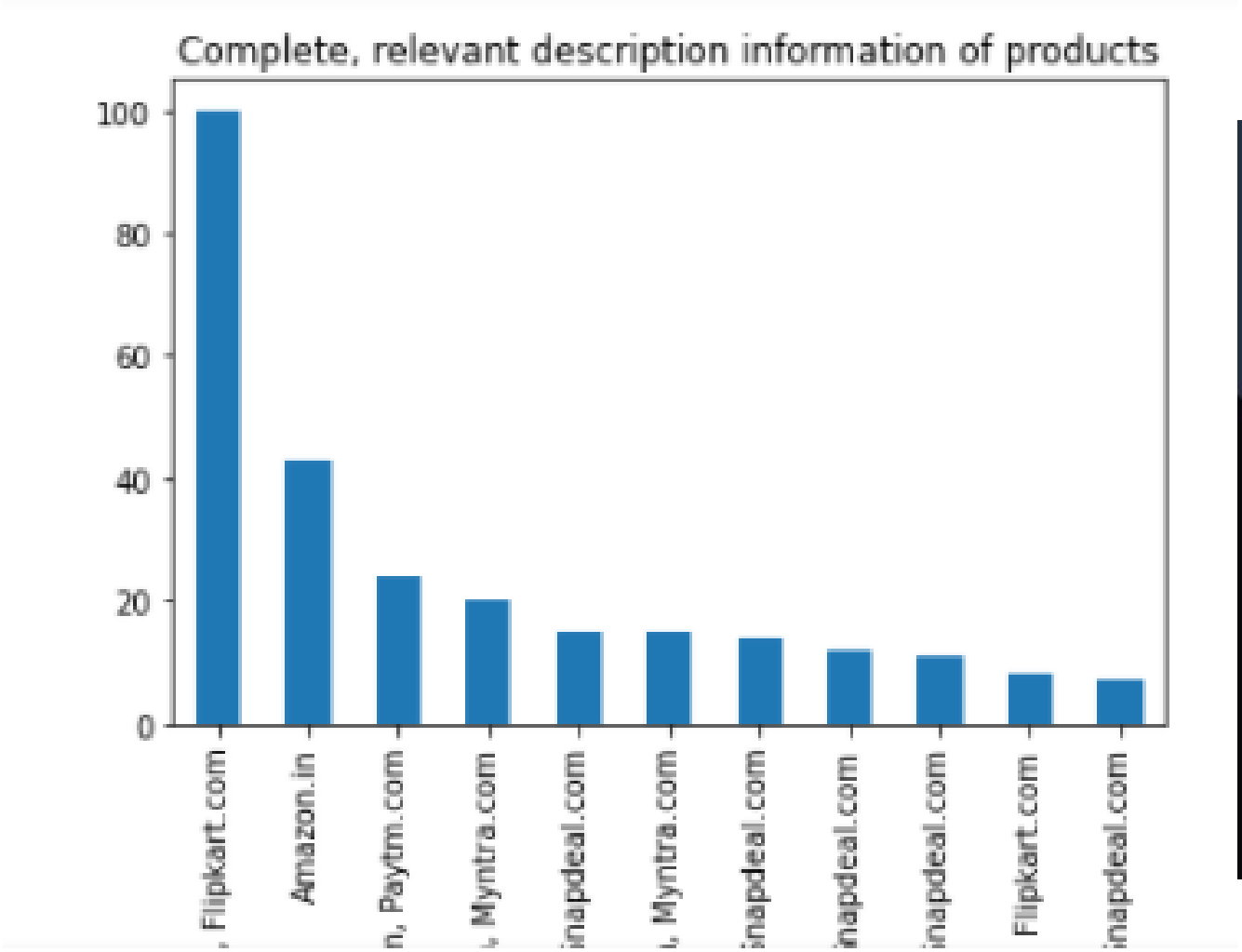
Most customers "strongly agree" with the fact that online shopping provides monetary benefits,discounts etc and that gaining access to loyalty programs is a benefit of online shopping



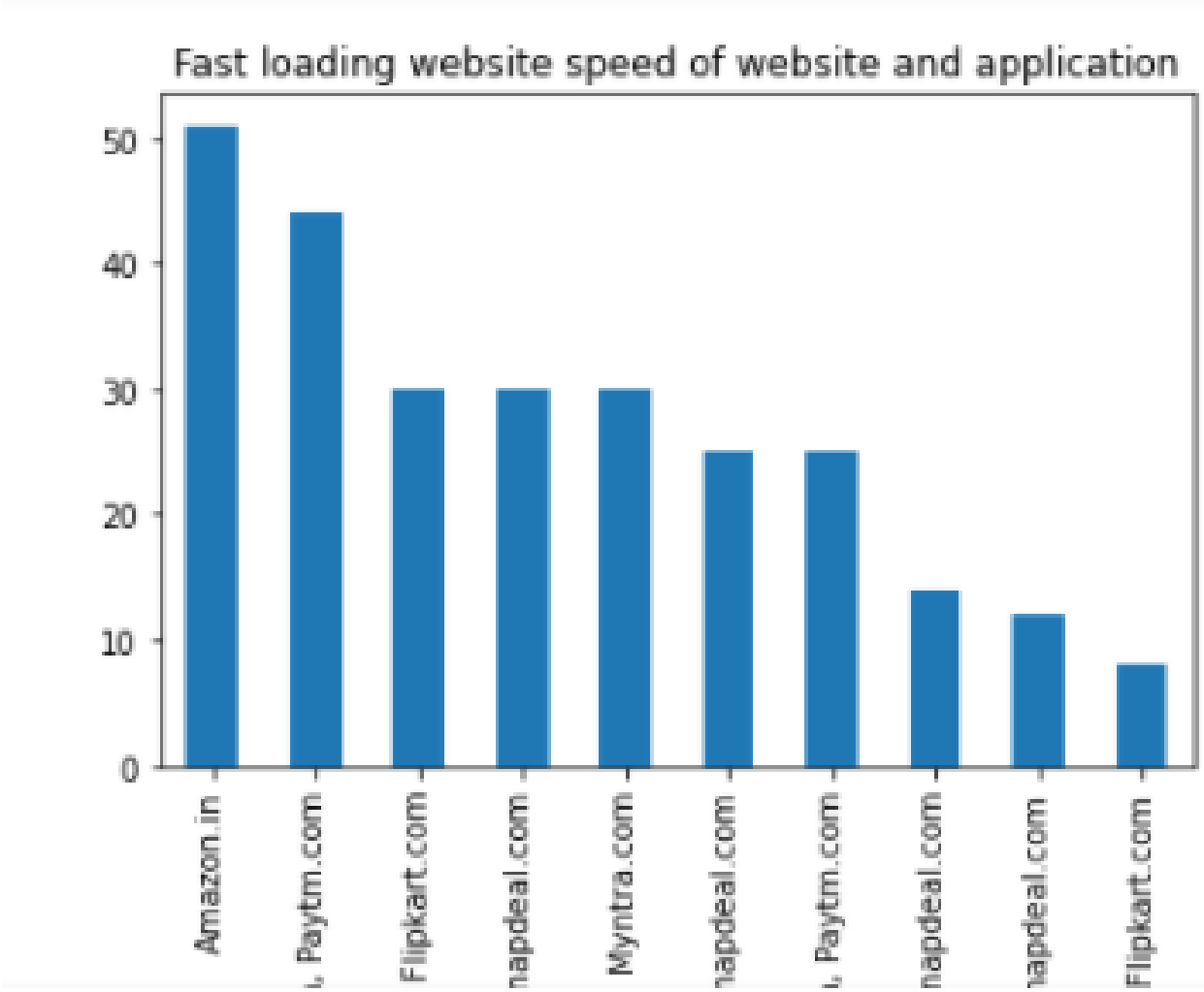
Maximum customers "stronly agree" with that return and replacement policy of e-retailer is important for purchase decision



Majority of customers feel that amazon ,flipkart have best visual appealing web page layout



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



amazon

paytm

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

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