

# Customer retention case study

## Problem statement:

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. The data is collected from the Indian online shoppers. Results indicate the e-retail success factors, which are very much critical for customer satisfaction.

## Data processing

### Steps

- **Loading the dataset** : To read the data.
- **Check the data shape** : it will give the information about how many columns and rows in dataset
- **Description of dataset**
- **Null values of dataset**: There is no null values in dataset
- **Duplicated values** : There are some duplicated values in dataset
- **Categorical and numeric column** : Most of all columns are categorical

## Data visualization

- To visualize the data Matplotlib and Seaborn libraries are used.

## Observations are from visualizations :

<b>Gender response</b>	Female are more interested to buy online
<b>Age</b>	Categories of 21 to 40 are more active
<b>Location</b>	Delhi and Noida
<b>Duration of online shopping</b>	For last 2 to 3 years
<b>Online purchase in past year</b>	Less than 10 times
<b>Access of internet</b>	Maximum mobile internet and Wi-Fi was used
<b>Device</b>	Maximum SmartPhone was used
<b>Payment option</b>	Maximum debit and credit card
<b>Content on the website</b>	People are strongly agree about content was very easy to read and understand
<b>Ease of navigation</b>	People are strongly agree about that
<b>Empathy towards customers</b>	People are strongly agree about that
<b>Shopping online is flexible and convenient</b>	People are strongly agree about that
<b>Return and replacement policy</b>	People are strongly agree about that
<b>User satisfaction</b>	People are satisfied
<b>Online retailers</b>	People are shopping online from Flipcart.com, Myntra.com, Snapdeal.com, Amazon.com, Paytm.com maximum rather than other online plateforms
<b>Wild variety of product</b>	Amazon.com, Flipcart.com
<b>Provision of complete and relevant product information</b>	People are strongly agree about that
<b>Reliability of the website of application</b>	Amazon.com
<b>Quickness to complete purchase</b>	Amazon.com
<b>Speedy order delivery</b>	Amazon.com
<b>Privacy of customer information</b>	Amazon.com, Flipcart.com
<b>Security of customer financial information</b>	Amazon.com, Flipcart.com
<b>Perceived trustworthiness</b>	Amazon.com
<b>Limited mode option</b>	Snapdeal.com

## Conclusion

- This Data is very usefull for Indian Online Retailer to sale there Goods
- They can easily target customer with this data.
- They can choose Trustworthy Platform to sale their goods.