

Report

E-retail factors for customer activation and retention

Customer satisfaction has emerged as one of the most important factors that guarantee the success of the 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 online customers' repeat purchase intention. The combination of both utilitarian value and hedonistic values are needed to affect the repeat purchase intention (loyalty) positively.

Data Observation:

After analyzing the dataset, the following output has been found:

1. The shape of the data is 269 rows and 71 columns.
2. The name of the columns is big in length.
3. There are a lot of object-type data that need to be treated.
4. Common attributes are pointing out the same thing and can be merged to one, city and pin, etc.
5. Initial attributes have a categorical type for example: agreed, strongly agreed disagreed, indifferent, etc..
6. Also some of them are categorized as the age group of the buyer, gender, and channel used to reach the site, also the browser, etc.
7. The latter half of the attributes are the responses of the customers regarding which site they prefer based on different parameters.

Data Analysis:

Firstly, visualize the data set based on different categories with the help of a histogram. And easily conclude about each parameter like, its spread in the dataset; its biases toward specific category, etc.

Secondly, transform the names of the columns to simpler ones. After that transformed the object type data type to float/integer type data type using label encoder.

Thirdly, reduced the number of columns, where some correlation was found. After that checked the outliers by plotting the box-plot. No major outliers were found in the data.

Lastly, check the description and correlation of the statistics. Also, plot the heat map.

Conclusion:

Based on the target variable, further steps can be taken.

Thank You!