CUSTOMER RETENTION ANALYSIS

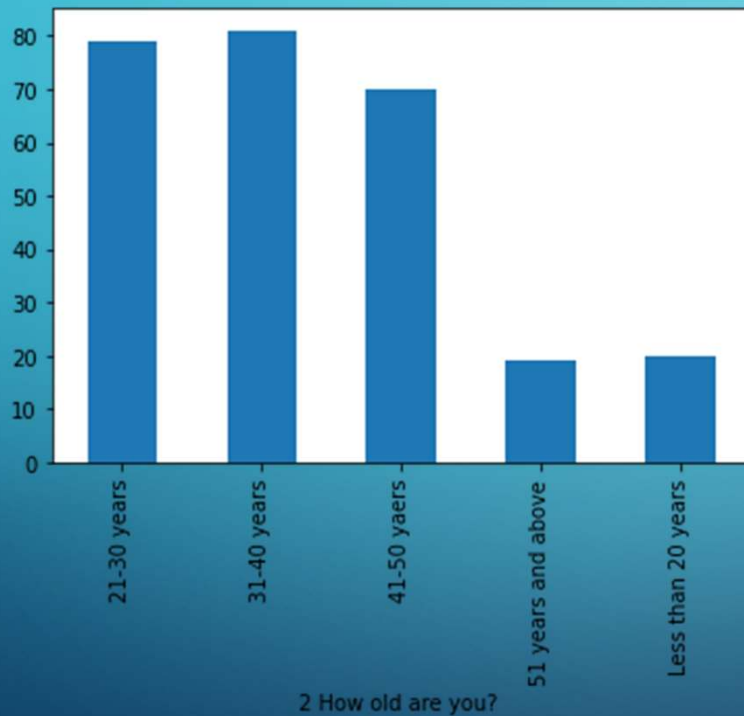SUBMITTED BY:

DEEPRO SENGUPTA

THE PROBLEM STATEMENT

- Perform data analysis on the given dataset in order to identify aspects of an e-commerce firm that aids in customer retention and repeat purchases.

THE DATA

- Data source: Provided by Client

- Contains: 71 columns and 269 rows

DATA ANALYSIS

- Most online shoppers in the sample belong in the age group of 21-30 years, 31-40 years, 41-50 years.
- This indicates the older people are less into online shopping.
- Of the people in the group '51 and above', while most have adapted to smartphones and have easy access to shopping websites, they still shop less online and can be targeted with improve repeat purchase and retention

DATA ANALYSIS
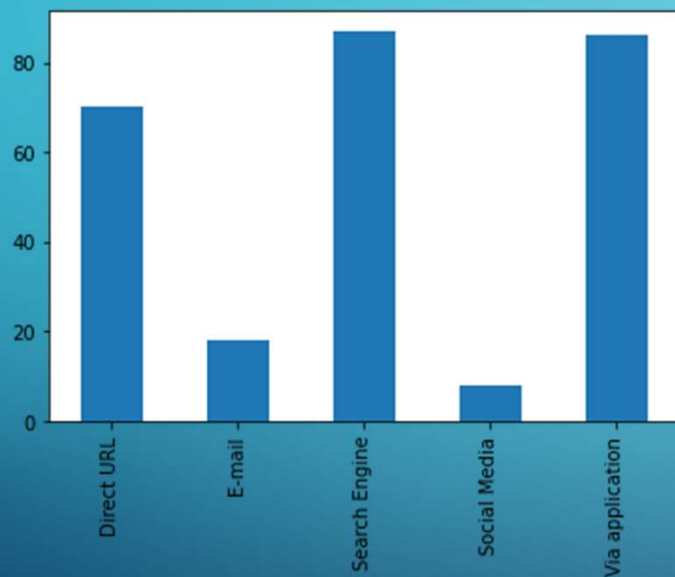
13 After first visit, how do you reach the online retail store?

- Search Engine, Application and Direct URL is the most preferred way to reach the online ecommerce website.
- While email and social media channels are least, they are some tools used by people daily and better email as well as social media campaign can be designed to monetize these channels as well
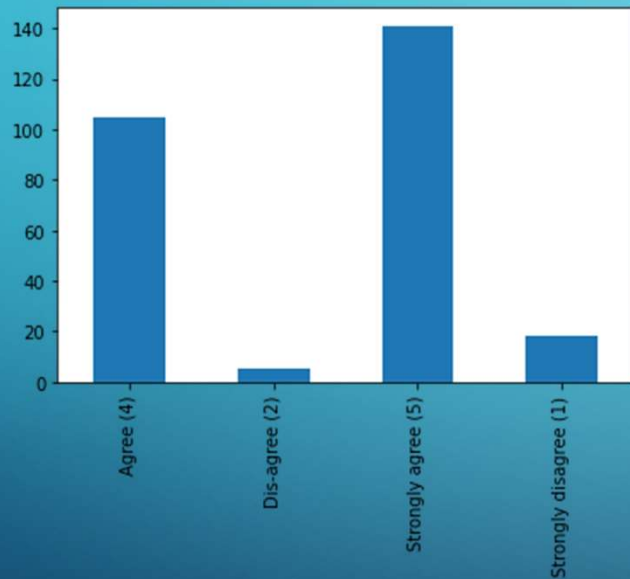
DATA ANALYSIS
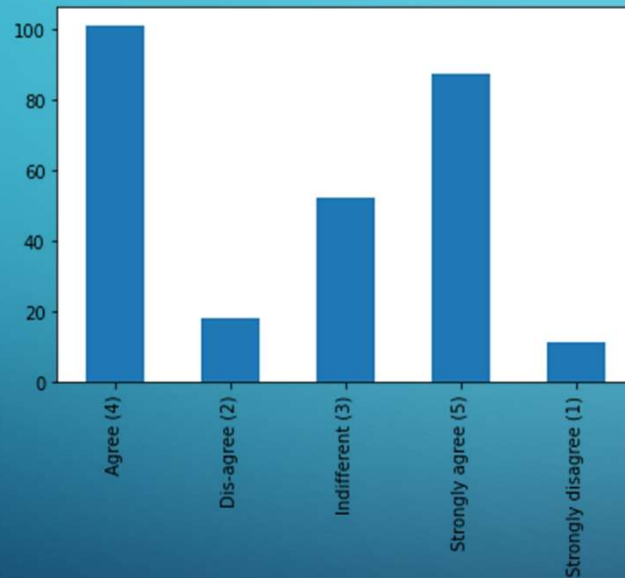
20 Complete information on listed seller and product being offered is important for purchase decision.

- Most respondent agree that complete seller as well as product information contribute to purchase decision and is an important factor.
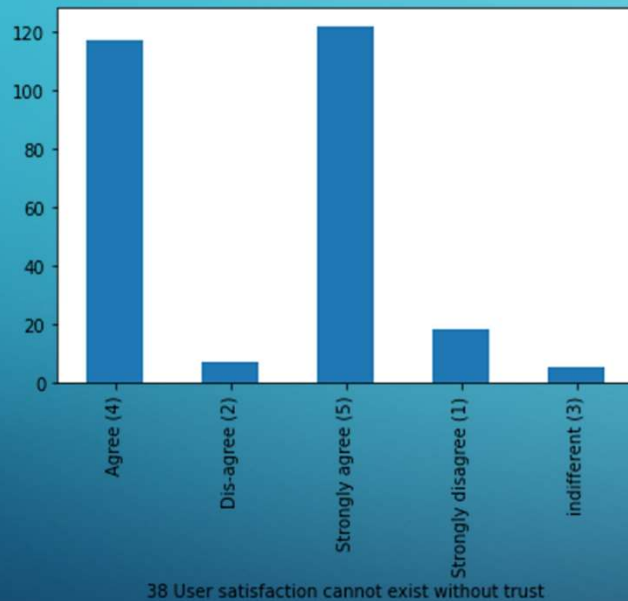
DATA ANALYSIS

22 Ease of navigation in website

- Most respondent strongly agree that websites should be easily navigable

DATA ANALYSIS

38 User satisfaction cannot exist without trust

- Trust is an important factor in order to deliver user satisfaction

DATA ANALYSIS

- The Chi-square test of independence revealed that most of the columns have significant relation with other columns

- However, this test also revealed that age, gender and location does not have significant relation with most columns. This indicates that these factors do not matter much when it comes to customer retention.