Customer Retention

Of Indian E-Commerce websites

Contents

- Problem Statement
- Definition
- Benefits of Customer Retention
- EDA Steps
- Visualizations
- Analysis
- Conclusion
- Limitation

Problem Statement

This dataset has given some customers personal details , devices details, OS ,Shopping frequency ,Payment methods etc. and their poll for user friendly interface ,attractive offers ,Customer privacy etc. for some of the leading e commerce sites like Amazon, Flipkart, Paytm, Myntra, Snapdeal. I have to analyze the given data and do all the EDA and visualization steps and Assumption to make a model which can predict about customer retention.

Definition

Customer retention refers to the ability of a company or product to retain its customers over some specified period. High customer retention means customers of the product or business tend to return to, continue to buy or in some other way not defect to another product or business, or to non-use entirely.

Benefits of Customer Retention

- Retention is Cheaper than Acquisition.
- Loyal Customers are More Profitable.
- Company's Brand Will Stand Out from the Crowd.
- Company will Earn More Word of Mouth Referrals.
- Engaged Customers Provide More Feedback.
- Customers Will Explore Your Brand.
- Loyal Customers are More Forgiving.
- Improve Brand image.

Exploratory Data Analysis(EDA)

1. Imported necessary libraries and loaded the dataset.

2. Checked null values. There is not any null value.

3. Performed both univariate and bivariate analysis and visualized each feature using seaborn and matplotlib libraries by plotting count plot, pie plot, dist plot, and box plots.

Data and Assumptions

- The given data contains 269 surveyors and 71 questionnaire.

- Few of the questions that have been asked fall in the following categories:-

1.Personal Information like Gender, Age, City, Pincode, device,internet-connection etc.

2. Since how long customer shop online, frequency with in one year, Abandon frequency and reason, important factors to make purchase decision and drives satisfaction.

3. Poll for e-commerce sites which satisfies the above factors to make purchase decision and drives satisfaction.

 The Assumption for this analysis is that, when we recommend something to a friend, It means that we have used it and found it satisfactory .

Visualization

Analysis:- Most of the customers that us e-commerce websites for making purchases are Female..
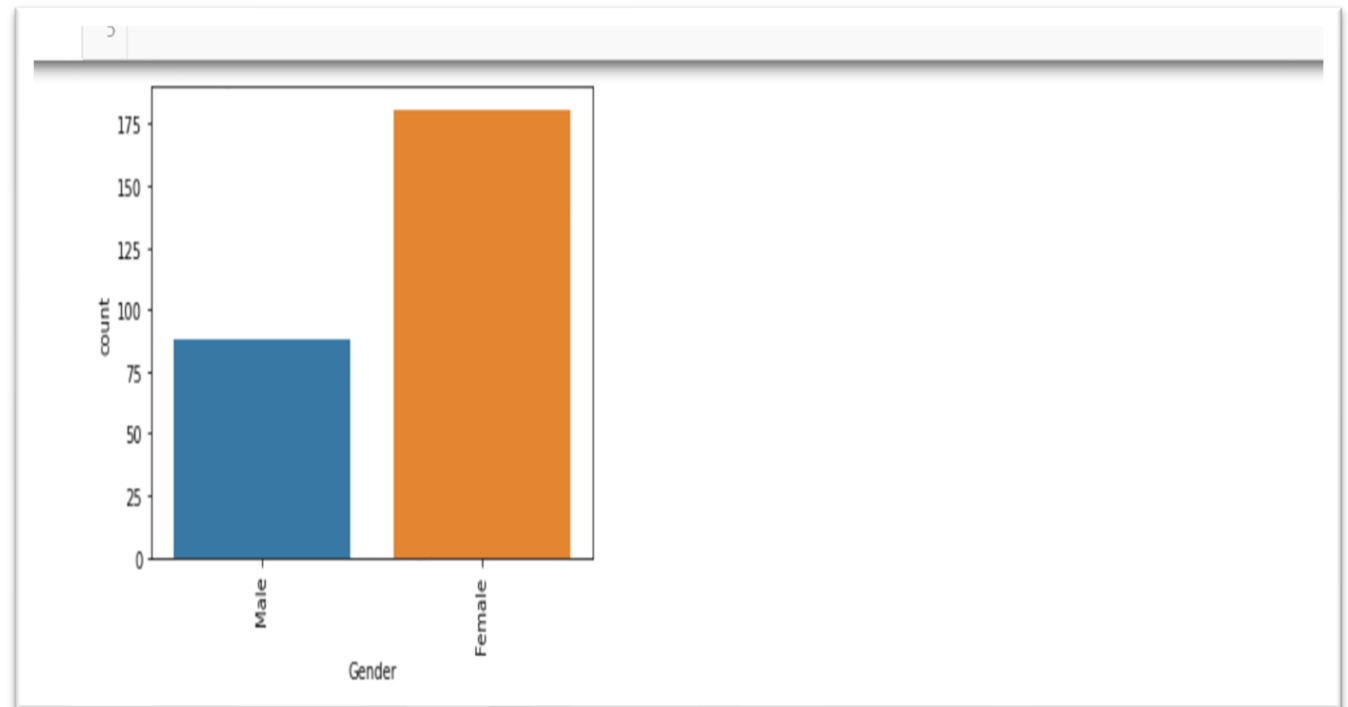
Visualization

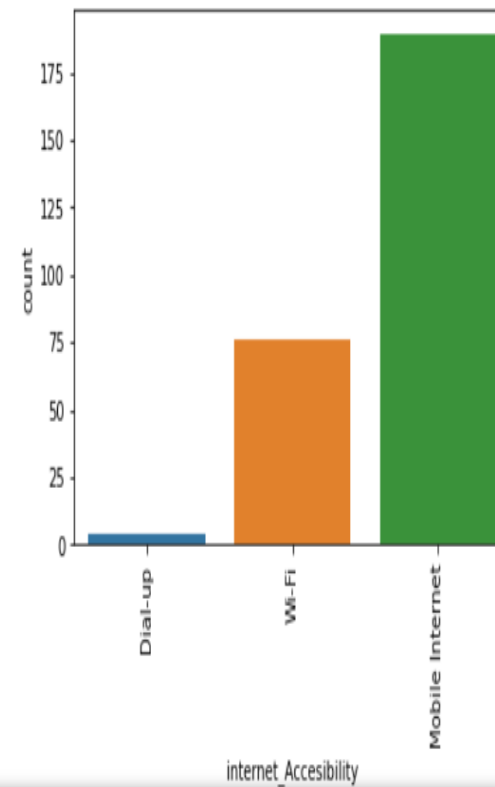Analysis : Age group between 21-40 consumers do more Online shopping.
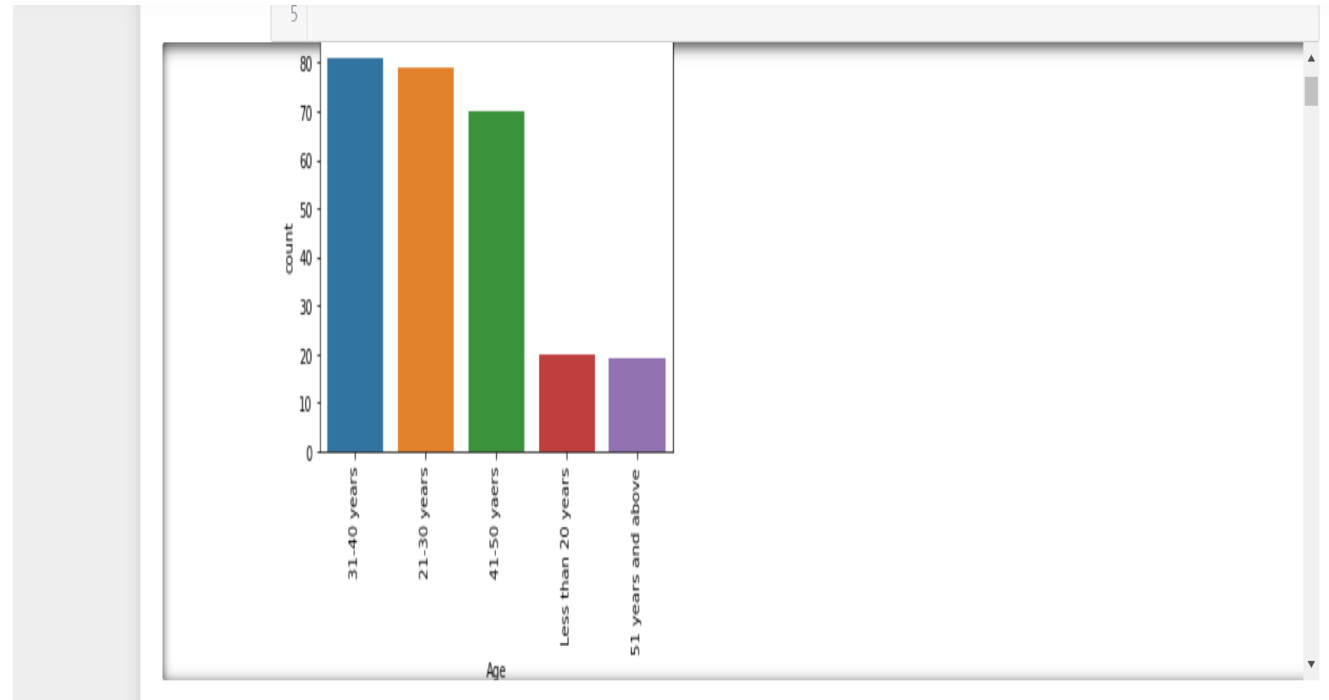
Visualization

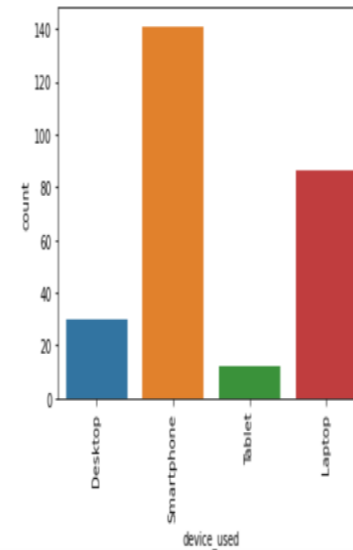Analysis :- Most of the customers are from Delhi.
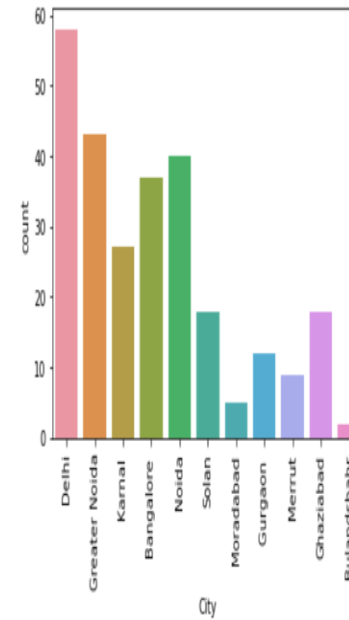
Visualization

Analysis : Most of the customers use mobile internet for online shopping.

Visualization

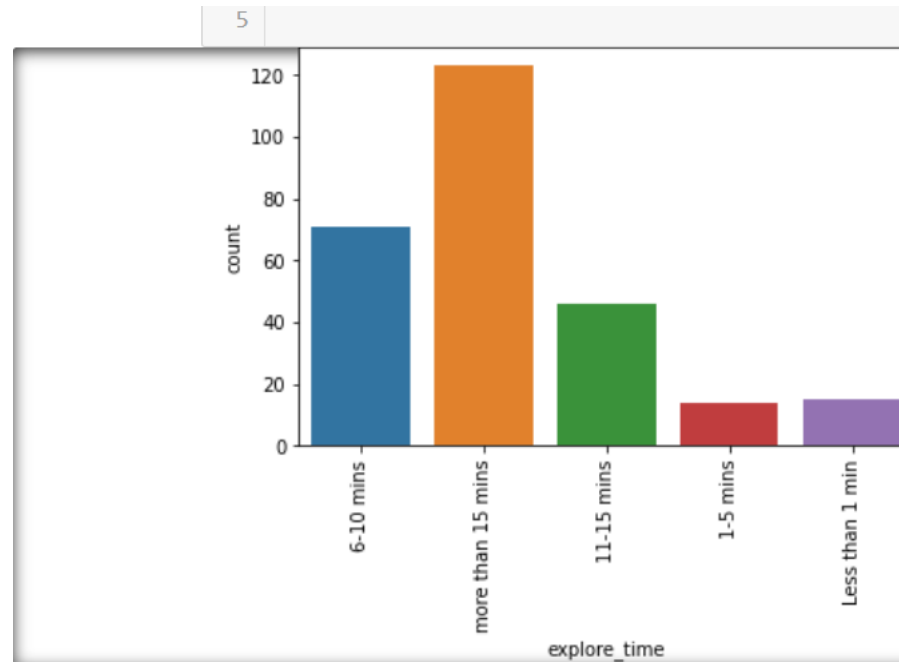Analysis : Most of the customers use smartphone to do online shopping.

Very few customers use tablet to do online shopping.

Visualization

Analysis : Most of the customers explore the e commerce website more than 15 mins before making a purchase decision.

Very few customers explore only 1-5 mins and make a purchase decision.

Visualization

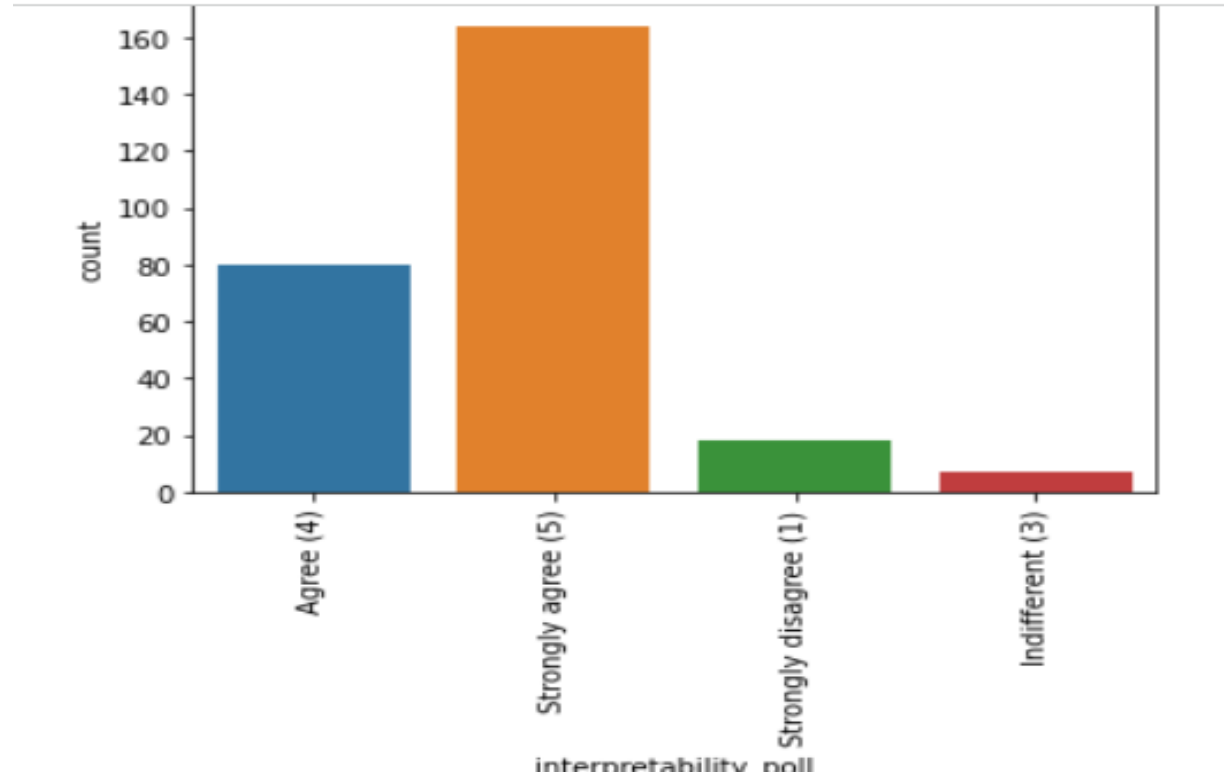Analysis :   Most of the customers prefer Credit/Debit card to do payment while they do online shopping.
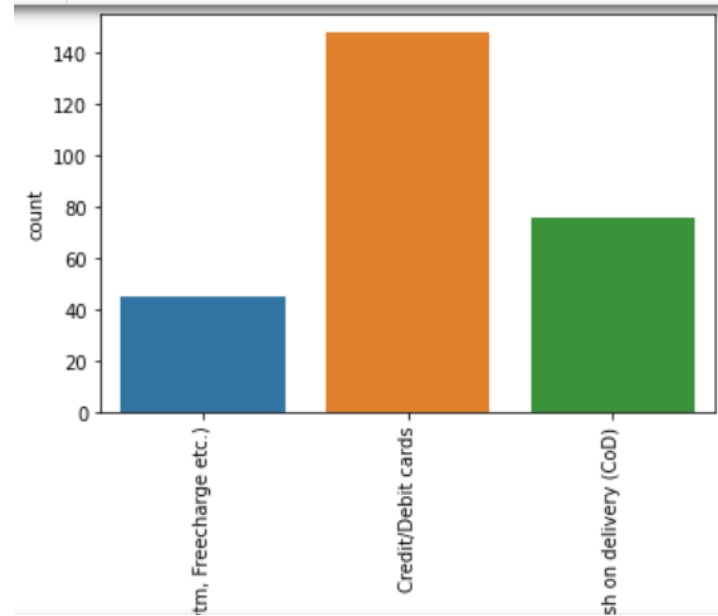
Visualization

Analysis : Most of the customers abandon their shopping bag because of they get better alternative offer on other sites.

Very few customer drop their shopping bag due to no preferred mode of payment or due to lack of trust.
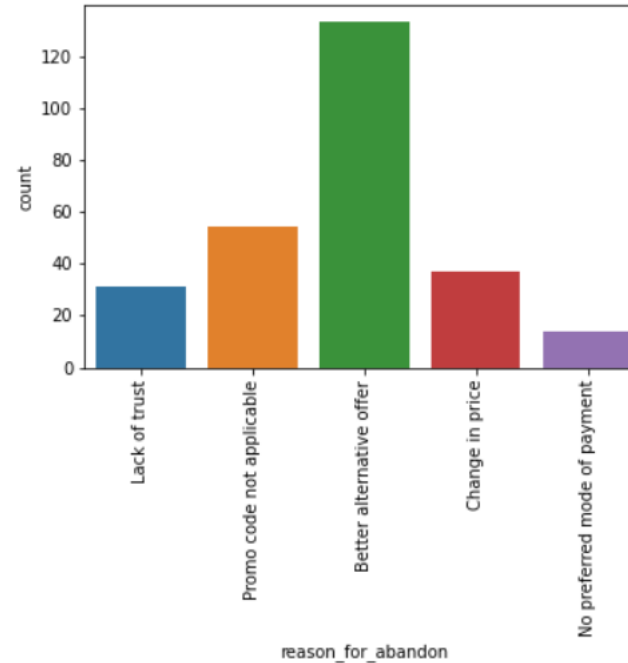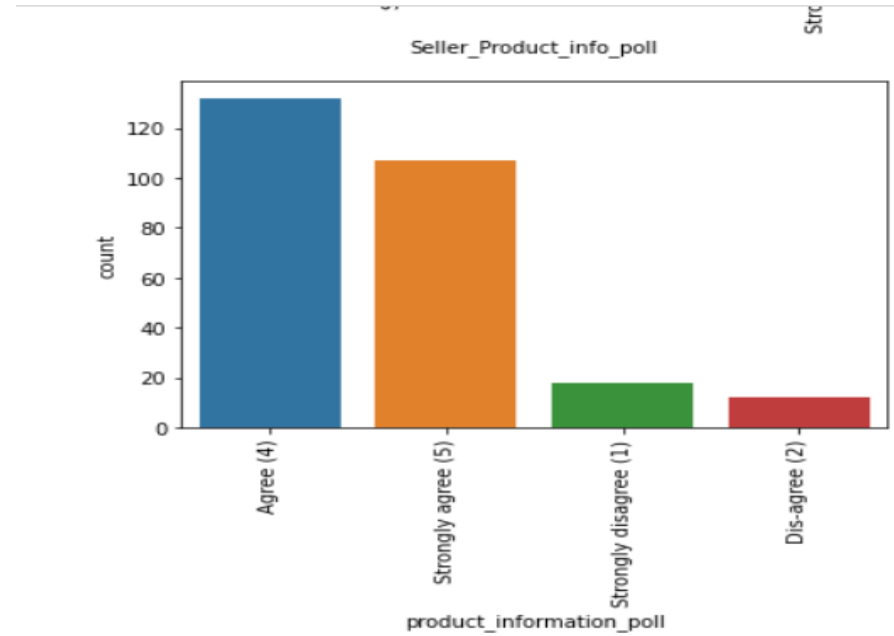
Visualization

Analysis :- Most of the customers strongly agree that contents on the website must be easy to read and understand.
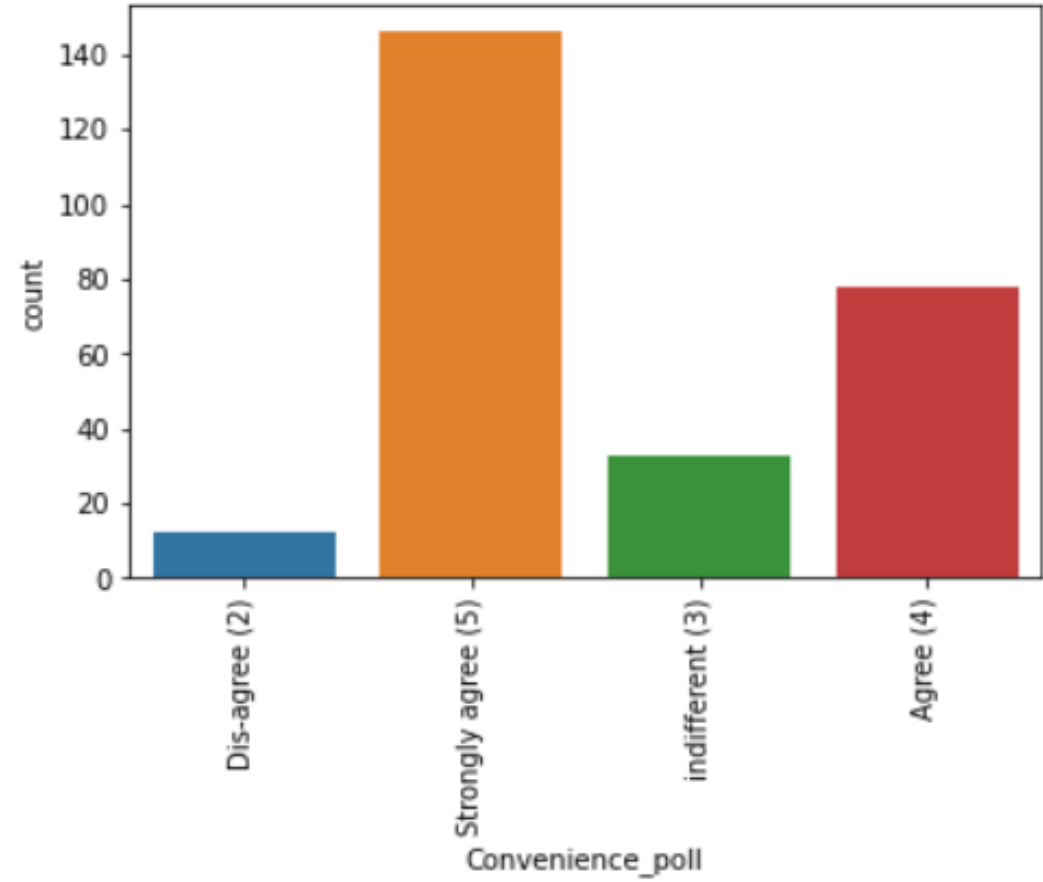
Visualization

Analysis : Most of the customers agree that all relevant information on listed products must be stated clearly.
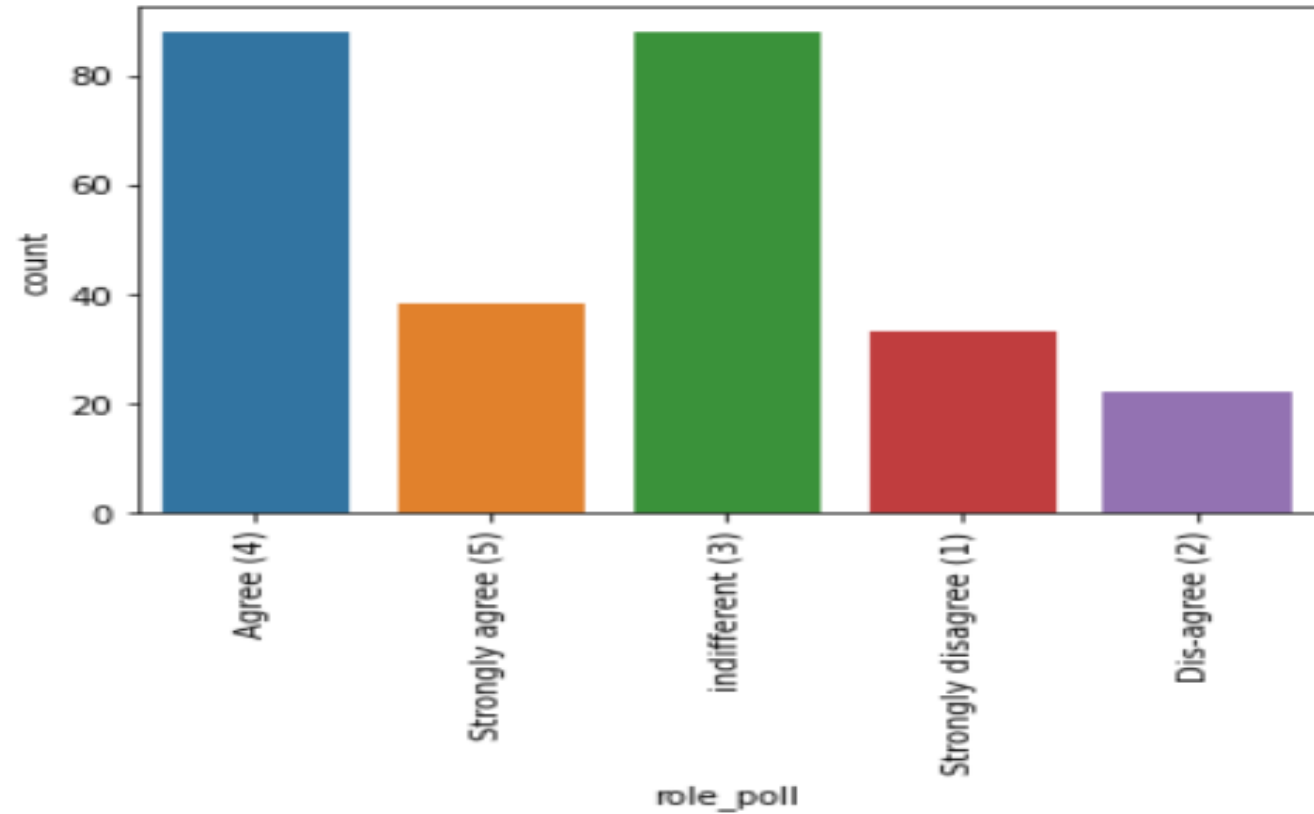
Visualization

Analysis : - Most of the customers strongly agree that online shopping is convenient and flexible.
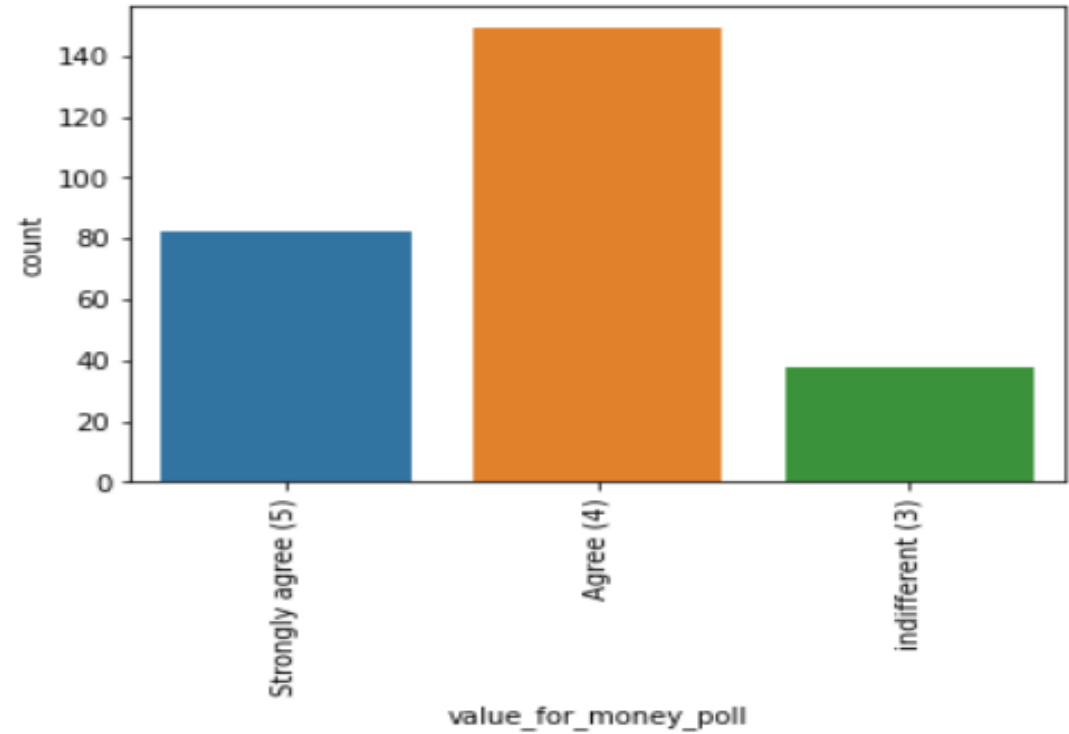
Visualization

Analysis : Most of the customers agree that Shopping on the website helps them fulfill certain roles.
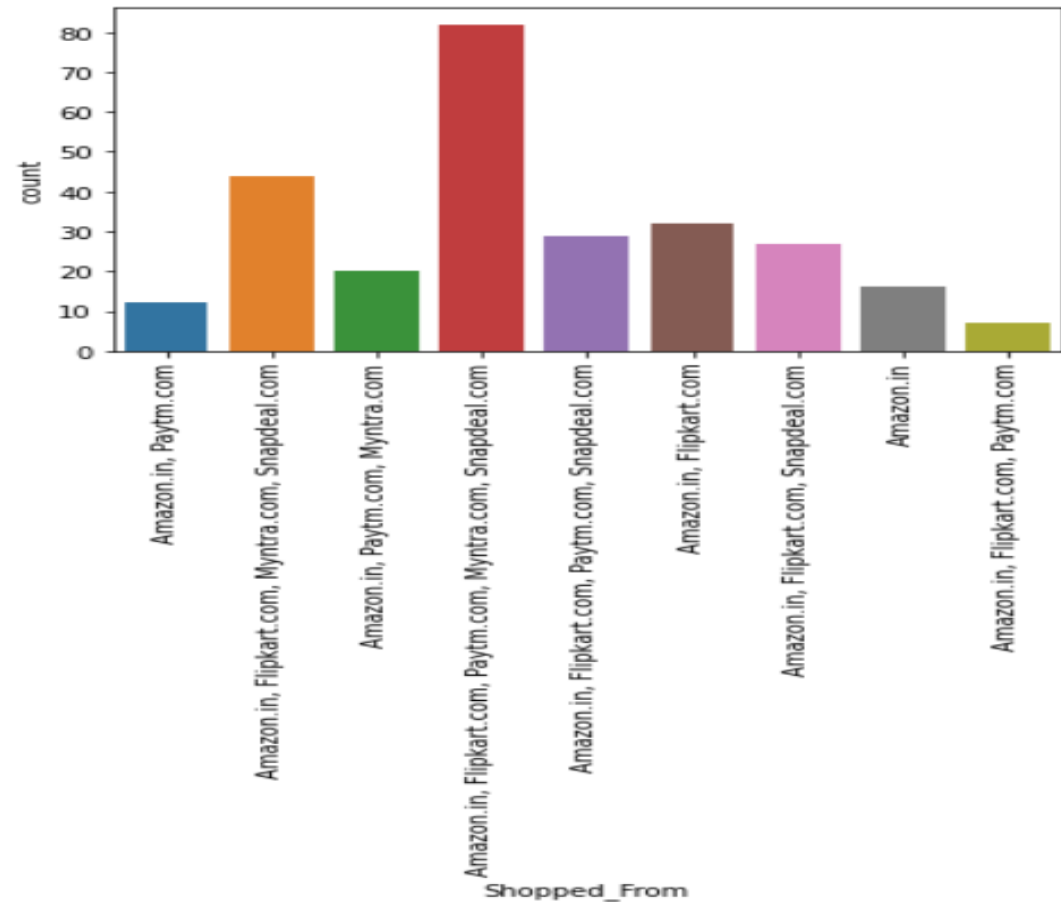
Visualization

Analysis : Most of the customers agree that they are getting value for the money spent on e commerce websites.
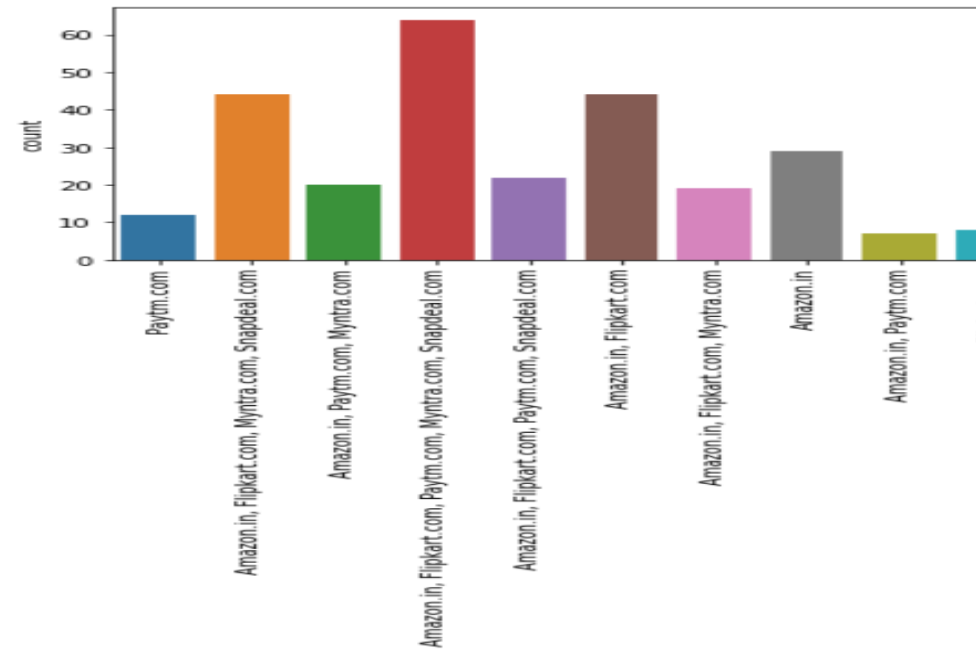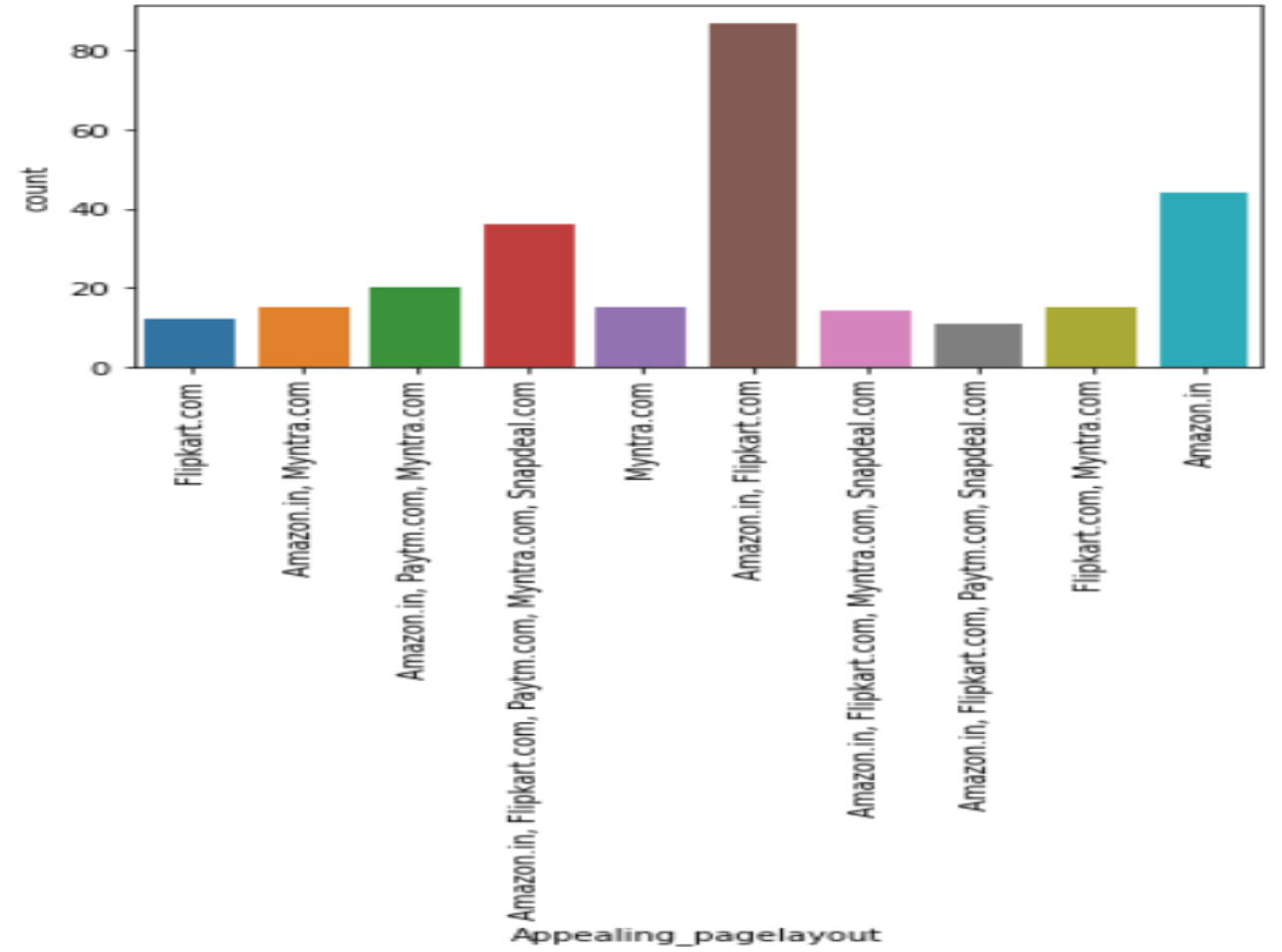
Visualization

Analysis : We see the bars of the individual e-commerce websites, that is Amazon, Flipkart, Snapdeal, Myntra and Paytm, we can see that most of the customers do shopping from Amazon.

Visualization

Analysis : We see the bars of the individual e-commerce websites, that is Amazon, Flipkart, Snapdeal, Myntra and Paytm, we can see that most of the customers says Amazon is a easy web pp.
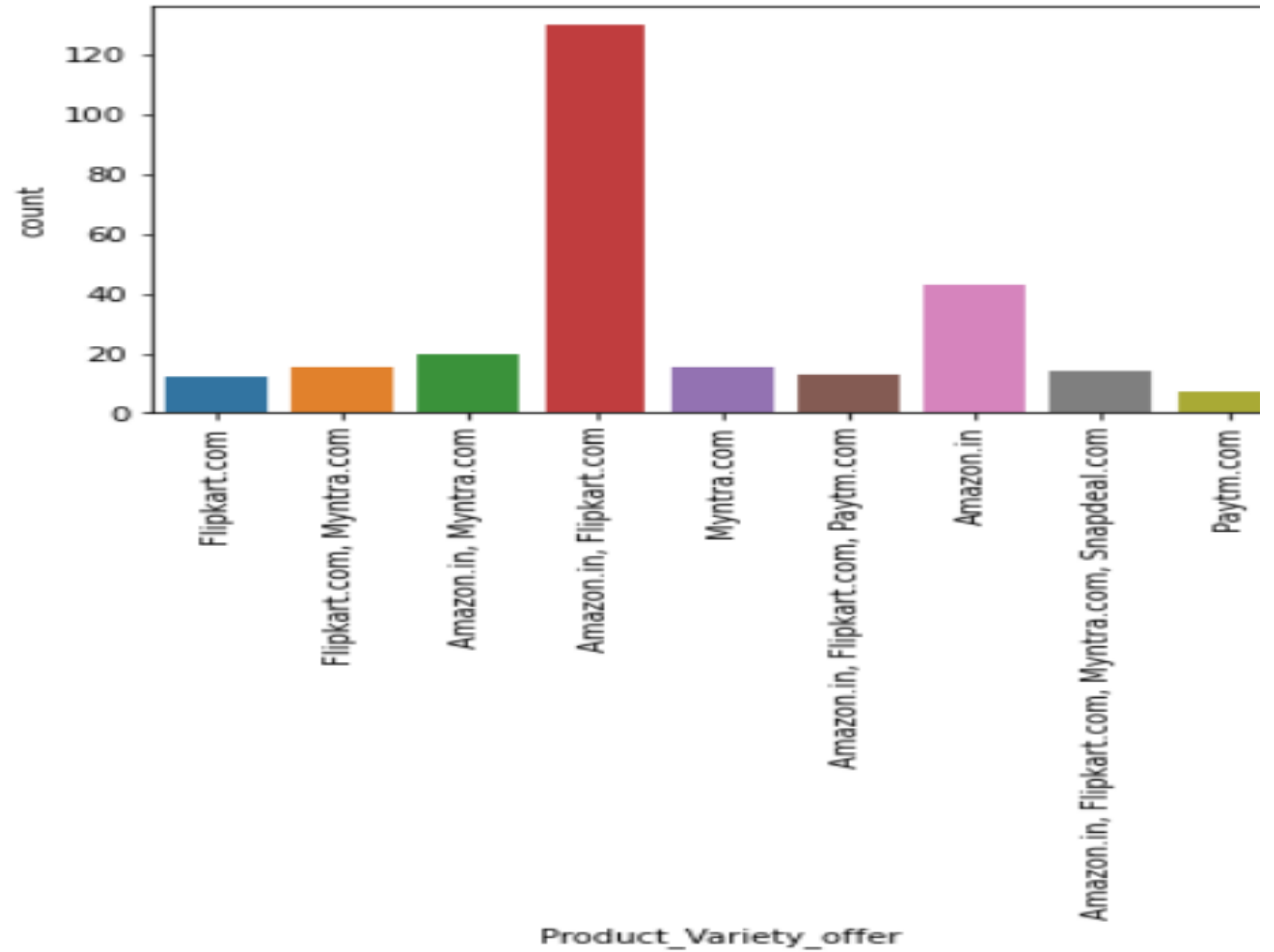
Visualization

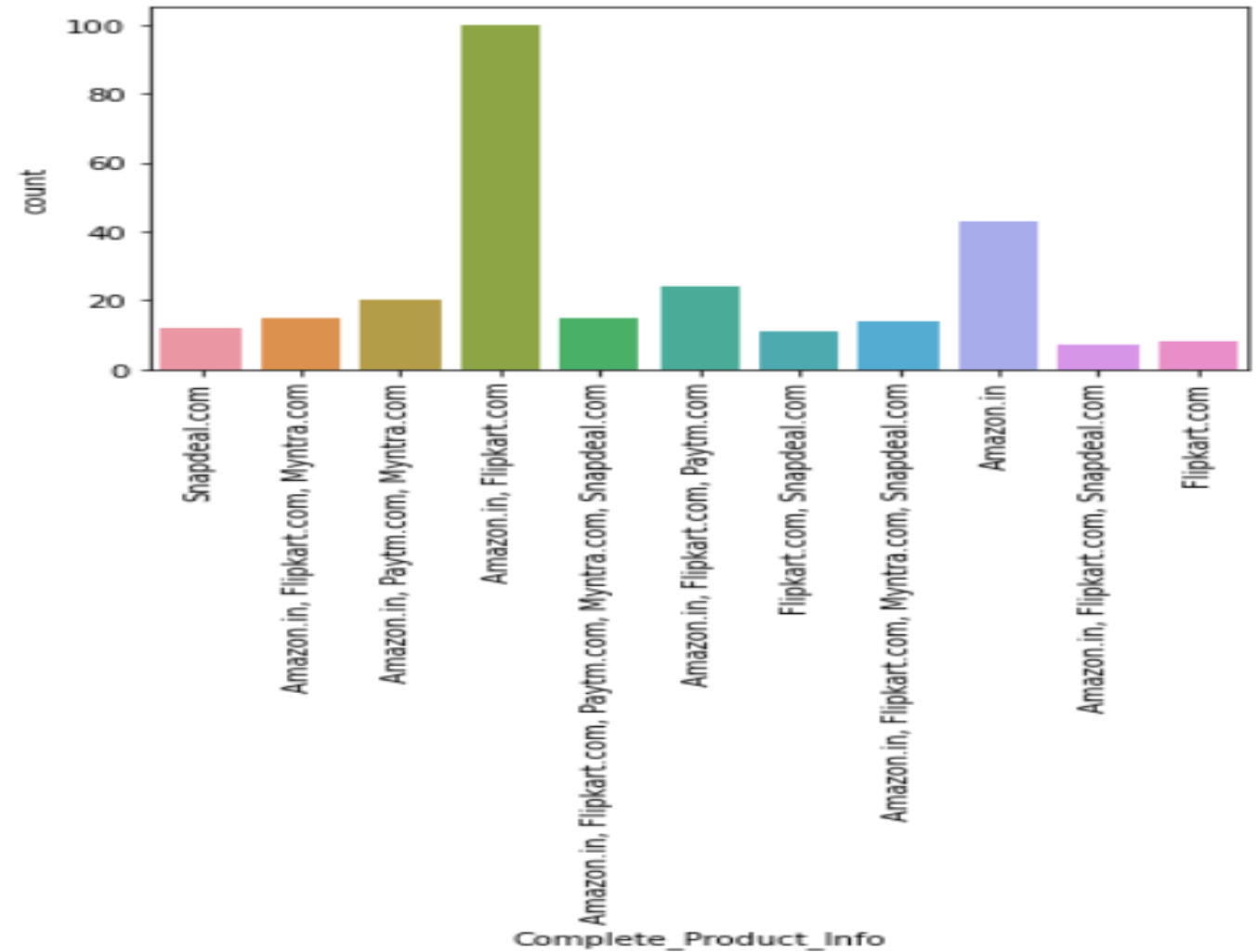Analysis : Customers say that Amazon and FlipKart have appealing page layout.

Visualization

Analysis : According to customers Amazon and Flipkart provide product variety offers than other e commerce sites.
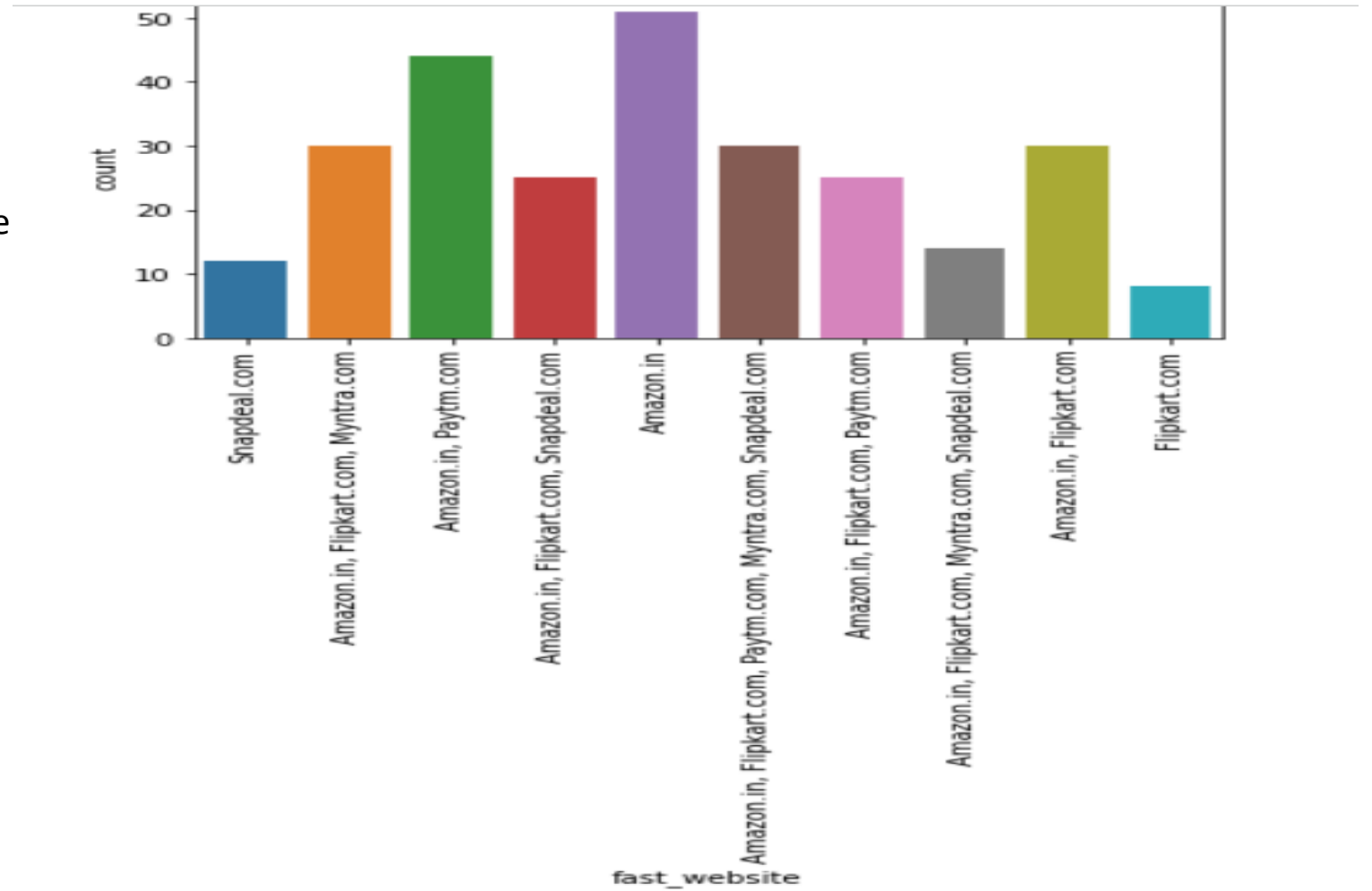
Visualization

Analysis : According to customers Amazon and Flipkart gives complete information about listed products.
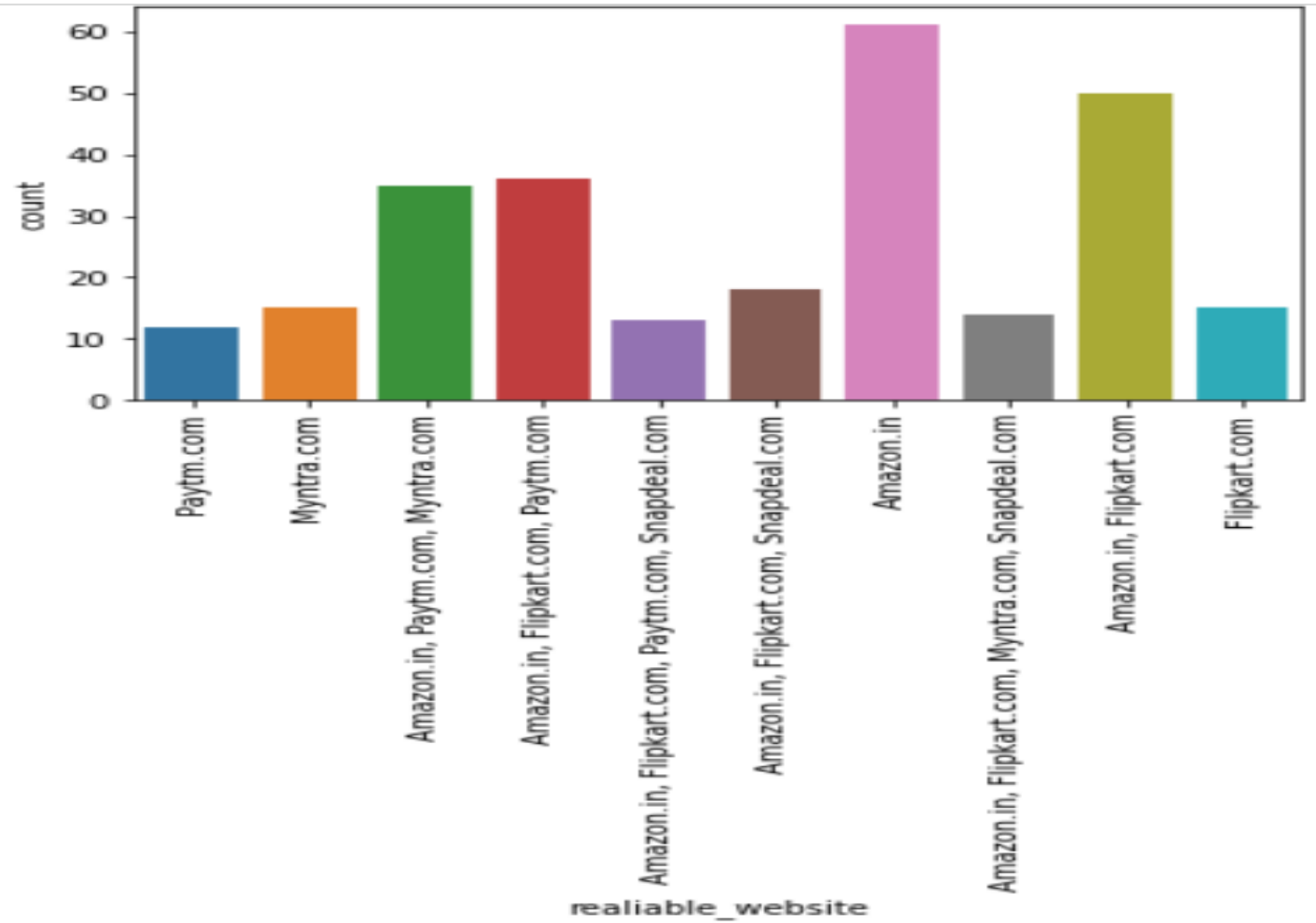
Visualization

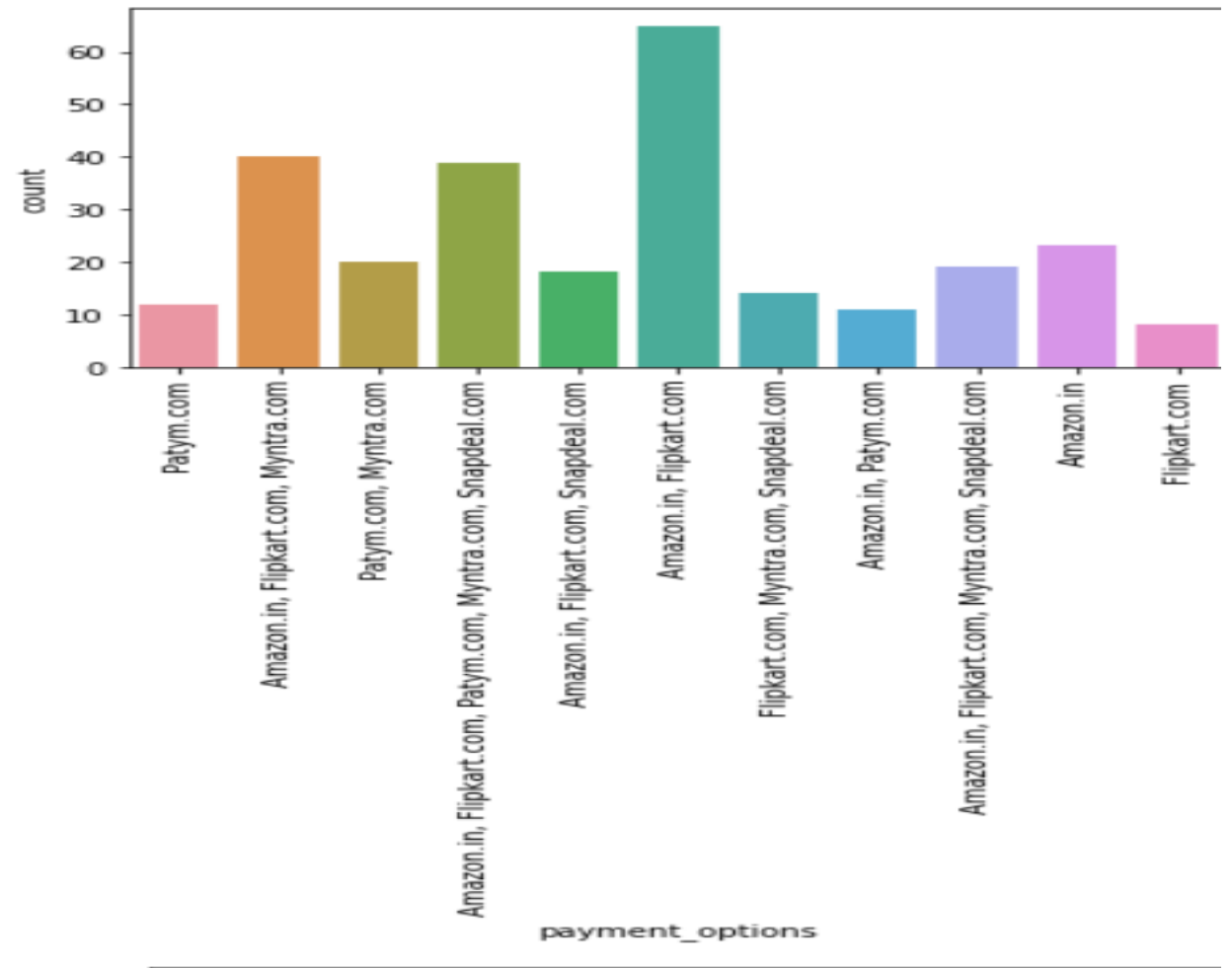Analysis : Customers say that Amazon is the fast website than others.

Visualization

Analysis : Amazon is the reliable
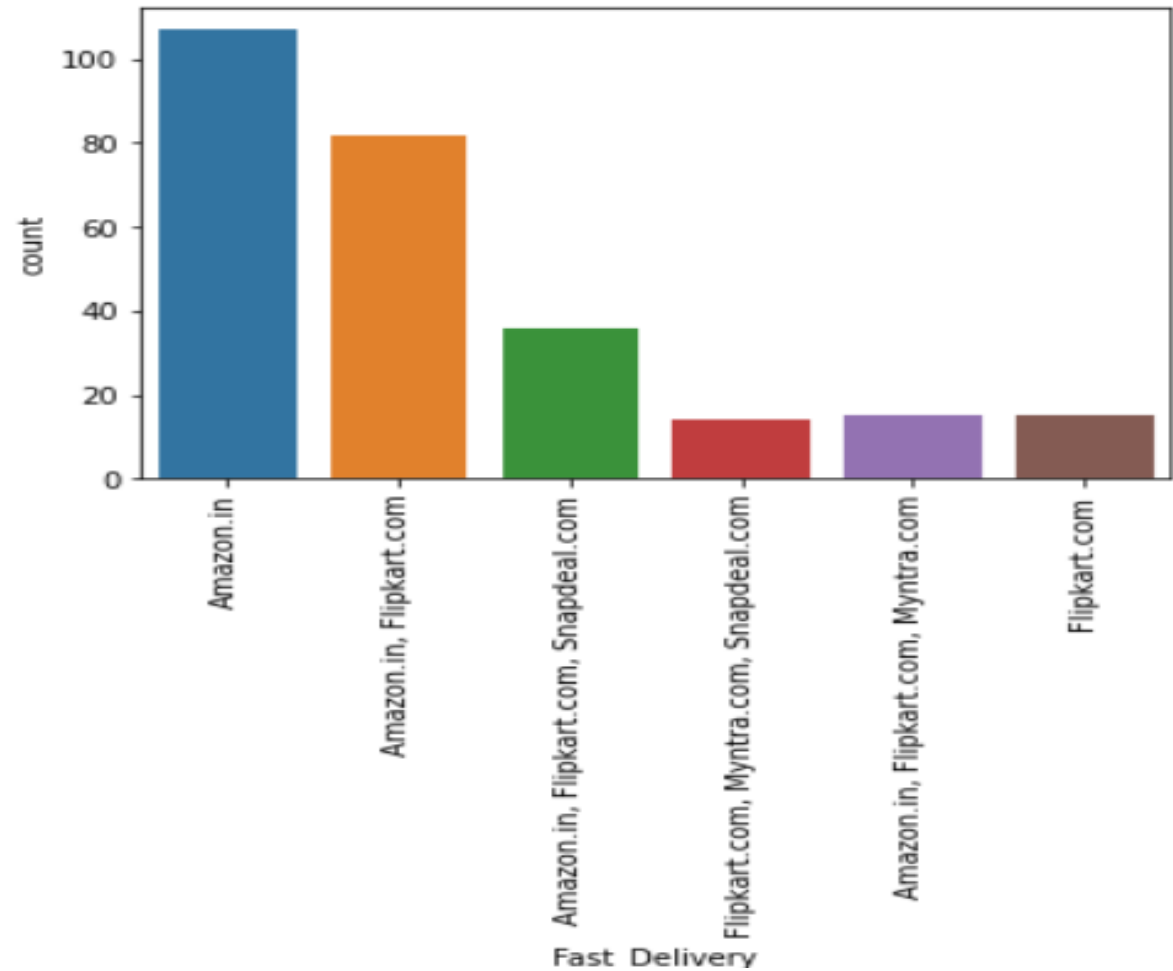
Website according to consumers.

Visualization

Analysis : Amazon and Flipkart provides better payment options than other e-commerce sites given.
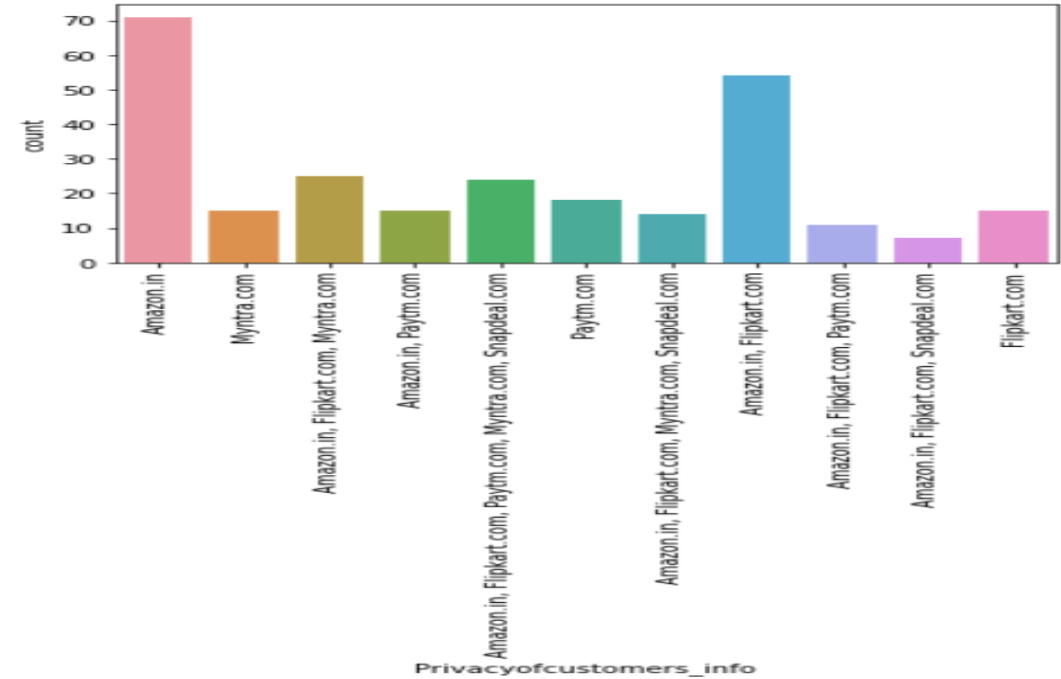
Visualization

Analysis : Customers say that Amazon.in has the fastest delivery than others.
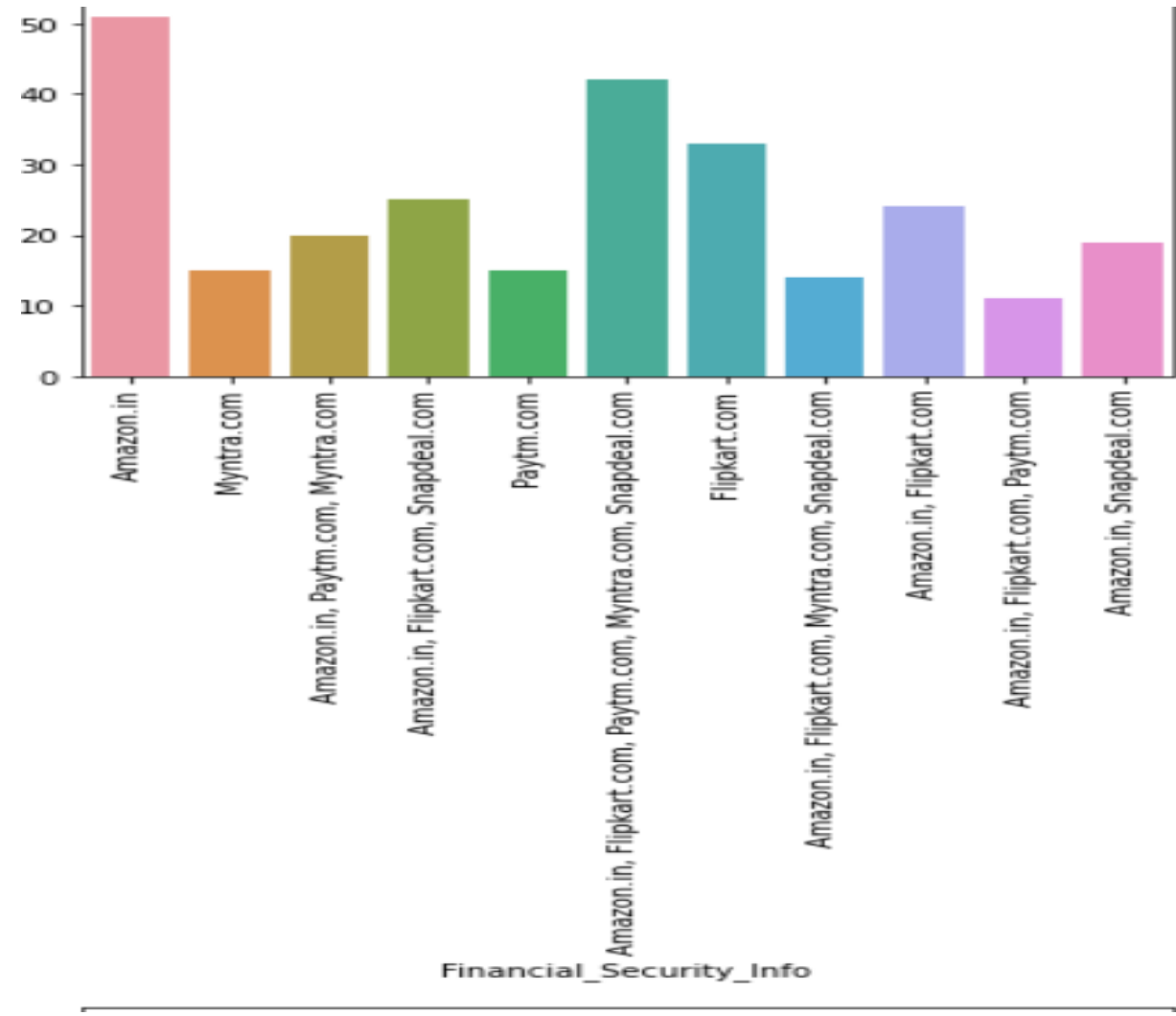
Visualization

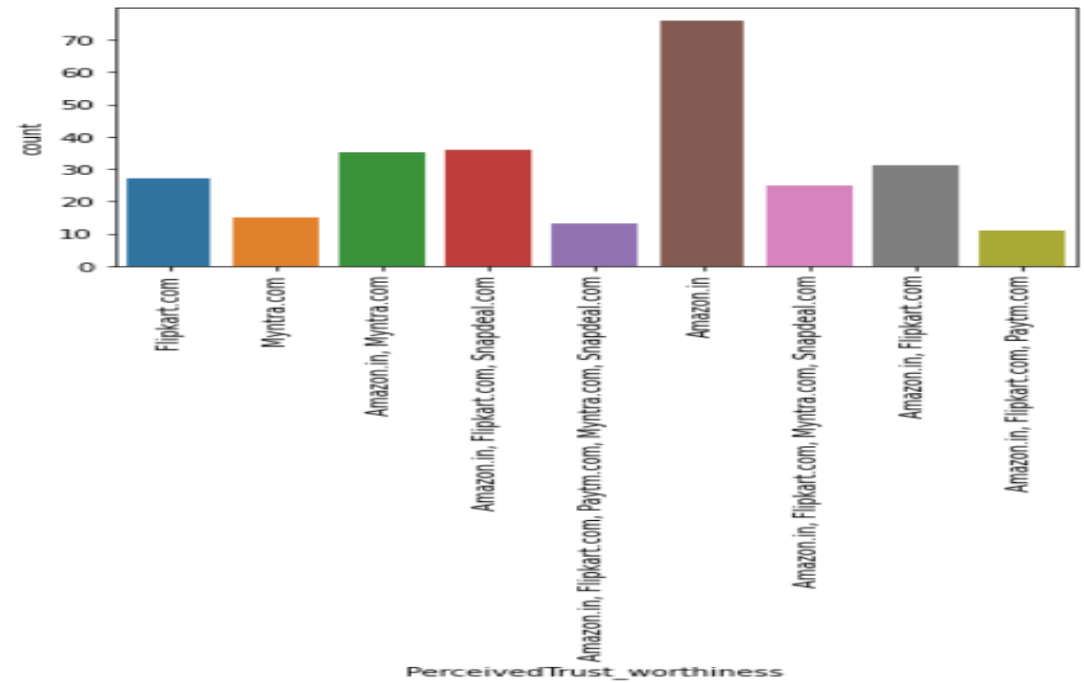Analysis : Most of the customers say that Amazon.in provides good customer privacy.

Visualization

Analysis : Amazon.in provides more financial
security than others.

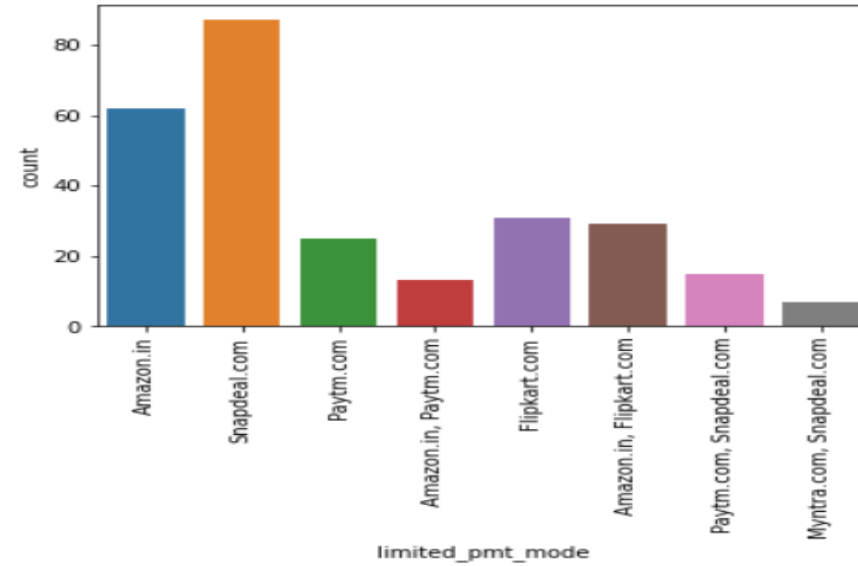# Visualization

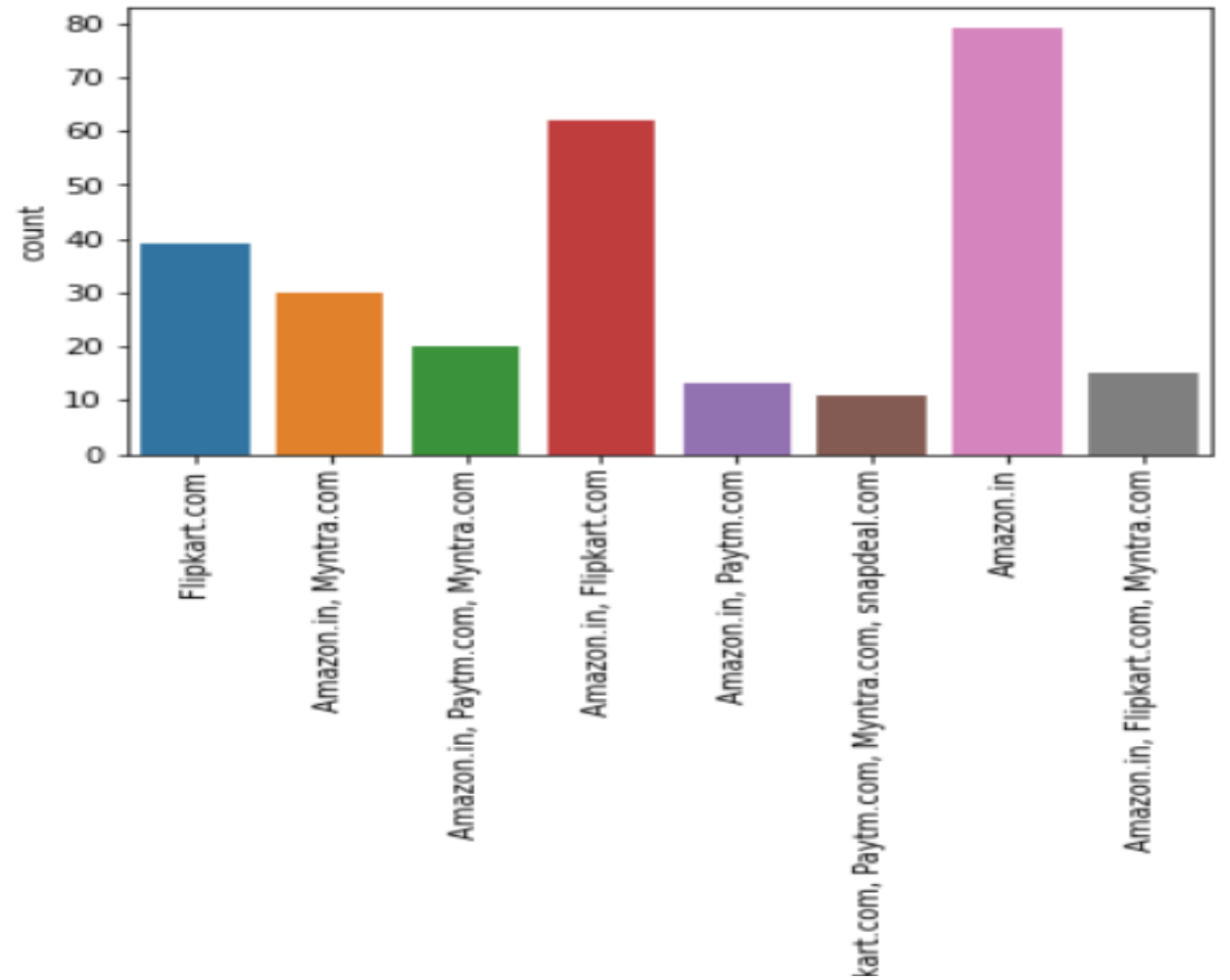Analysis : Amazon has received most of the customer's trust.

Visualization

Analysis : Snapdeal has limited options of payment.

Visualization

Analysis : Most of the customers recommend

To use Amazon.in for online shopping.

Conclusion

- According to my analysis, The e commerce site with highest retention and customer satisfaction rates are Amazon.in and Flipkart.com because their positives are in line with the customer preferences and they are most likely to use these websites for purchases in the future.

- The company with very low retention rate and customer satisfaction is with Paytm and Snapdeal because most of the factors are not in line with the customer preferences

- Finally I would say that, customer satisfaction plays a major role in retention. A company should first understand what customers expects while purchasing online (e-commerce) and provide a better buying experience which will in turn retain the customer.

- Some of the customers believe that online shopping is not trustworthy and reliable because of only online payment mode personal privacy and lack of trust.

Limitation

- The data given is small in size and quality of information is moderate.