

Customer Retention

Submitted by:

Nitish Kumar

**INTRODUCTION**

* Business Problem Framing

Online shoping is considerd as most convinient way for the shoping. Pre- covid, most of the pople were prefere to go shop and do shoping but during the pandamic everything is shifted to the online stores. While everything is shifted on the online store people have fear about the product quality, quantity. If they get product according to their expection then they tends to do shoping again form that e-shoping store. Otherwise they shift any other platform.

* Conceptual Background of the Domain Problem

To understand this project you have to know basic of Python, some ploating techinque so that you can understand the graph clearly.

* Review of Literature

I went through the dataset and found that all are categorical data except the ‘pin code’. All data in categorical form so I used mostly countplot to draw graph and visualise the data.

I found that people whose age is less than 20 and peoble whose age is between the 41 and 50 is do more online shoping using the mobile phone their operating system is android.

Most male agree that shoping on the websites help them to fulfill certain roles. People have thier convinient payment method when they use e-shoping to buy there things.

**Analytical Problem Framing**

* Data Sources and their formats

All data are taken from the Indian e-shoping website flipkart, amazon, snapdeal, myntra, paytm. All the data are in the categorical form.

* Hardware and Software Requirements and Tools Used

Language : Python

IDE : Anaconda

Python libraries: numpy, pandas, seaborn and matplotlib.