Project report

[E-retail factors for customer activation and retention: A case study from Indian e-commerce customers](https://www.researchgate.net/publication/346412647_E-retail_factors_for_customer_activation_and_retention_An_empirical_study_from_Indian_e-commerce_customers)

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.

This was the case study with which a data file was given we had to do the analysis of the data i.e. exploratory data analysis in which we had to do the following steps:-

1. Downloading the dataset.
2. Observe your dataset.
3. Find any missing values or the null values.
4. Find the shape of your dataset.
5. Organizing a dataset.
6. Understanding variables.
7. Visual representation of the data for better understanding using seaborn and matplotlib libraries.
8. Describing the data.
9. Identify relationships (correlation) in your dataset.

These all steps are to be followed in the EDA .

All the steps are done

* Before EDA the data is downloaded and has been called using essential libraries for the purpose of visualization and analysis in the variable (df).
* Then the shape is found using the required code which is 269 rows and 71 columns.
* Then the null values present in the data is found using the required code which comes to be 0 that is there are no null values present in the dataset.
* Then the unique values are found in the particular columns using required code.
* Then we find the duplicate values present in the dataset which is 166.
* Then we do the visualization of the data using essential libraries (Seaborn and Matplotlib).
* Then for describing and finding correlation in the data we will do the encoding of it in order to make is understandable and readable for the computer so that the processing can be done perfectly.
* Then describing of the data comes .
* The comes finding correlation of the data.

These all steps have been done in the jupyter. Along with the visualization of the factors affecting customers attention and retention and its explanation.