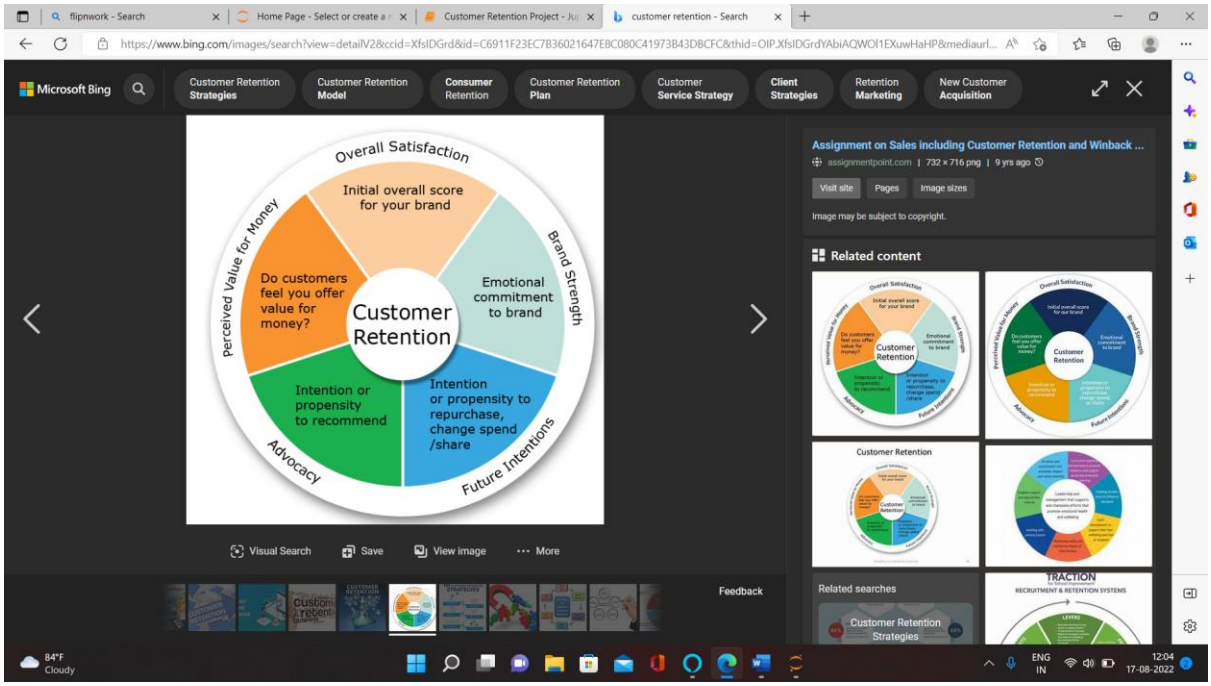
INDIAN E-COMMERCE CUSTOMER RETENTION

Submitted By:

Lakshmi Rajendra Thute

Machine Learning Project

Indian E-commerce Customer Retention



ACKNOWLEDGEMENT

I am very much Thankful to FlipRobo Technologies for giving me the opportunity to work with them and to work on this project and also I am very grateful to Data Trained Education Team for their support and help to understand each and every concept of machine learning which helped me a lot while working on this project. I thought, I am fortunate to become a part of FlipRobo Technology.

References:

Google website

Stackoverflow

Analytics Vidya

Kaggle

Medium

Data trained notes

CONTENT

INTRODUCTION

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. Selling organizations generally attempt to reduce customer defections. Customer retention starts with the first contact an organization has with a customer and continues throughout the entire lifetime of a relationship and successful retention efforts take this entire lifecycle into account. A company's ability to attract and retain new customers is related not only to its product or services, but also to the way it services its existing customers, the value the customers actually perceive as a result of utilizing the solutions, and the reputation it creates within and across the marketplace.

Successful customer retention involves more than giving the customer what they expect. Generating loyal advocates of the brand might mean exceeding customer expectations. Creating customer loyalty puts 'customer value rather than maximizing profits and shareholder value at the centre of business strategy'. The key differentiation in a competitive environment is often the delivery of a consistently high standard of customer service. Furthermore, in the emerging world of Customer Success, retention is a major objective.

What is Customer Retention?

In simple words, customer retention is a **brand's ability to keep customers long-term**. As a metric, it's usually measured as the percentage of customers who made a repeat purchase over a specific period of time.

Why customer retention is Important?

Optimizing the customer experience and listening to their need's leads to lifetime brand loyalty, plus major financial benefits. On average, attracting a new customer costs five times as much as keeping an existing one, plus up to 30 times the marketing cost. However, increasing customer retention rates by just 5% can boost your profits by 25% to 95%! Here are five reasons why customer retention is important:

1. Lower Marketing Costs
2. Repeat Purchases Means Repeat Profit
3. Word-of-Mouth Advertising
4. Gain Valuable Feedback
5. Sell at Premium Prices

PROBLEM STATEMENT

1 Gender of respondent,

2 How old are you?

3 Which cities do you shop online from?

4 What is the Pin Code of where you shop online from?

5 Since How Long You are Shopping Online?

6 How many times you have made an online purchase in the past 1 year?

7 How do you access the internet while shopping on-line?

8 Which devices do you use to access the online shopping?

9 What is the screen size of your mobile device?

10 What is the operating system (OS) of your device?

11 What browsers do you run on your device to access the website?

12 Which channels did you follow to arrive at your favourite online store for the first time?

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

14 How much time do you explore the e- retail store before making a purchase decision?

15 What is your preferred payment Option?

16 How frequently do you abandon (selecting an item and leaving without making payment) your shopping cart?

17 Why did you abandon the “Bag”, “Shopping Cart”?

18 The content on the website must be easy to read and understand',

19 Information on similar product to the one highlighted is important for product comparison',

20 Complete information on listed seller and product being offered is important for purchase decision.',

21 All relevant information on listed products must be stated clearly',

22 Ease of navigation in website',

23 Loading and processing speed',

24 User friendly Interface of the website',

25 Convenient Payment methods',

26 Trust that the online retail store will fulfil its part of the transaction at the stipulated time',

27 Empathy (readiness to assist with queries) towards the customers',

28 Being able to guarantee the privacy of the customer',

29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)',

30 Online shopping gives monetary benefit and discounts',

31 Enjoyment is derived from shopping online',

32 Shopping online is convenient and flexible',

33 Return and replacement policy of the e-tailer is important for purchase decision',

34 Gaining access to loyalty programs is a benefit of shopping online',

35 Displaying quality Information on the website improves satisfaction of customers',

36 User derive satisfaction while shopping on a good quality website or application',

37 Net Benefit derived from shopping online can lead to users satisfaction',

38 User satisfaction cannot exist without trust',

39 Offering a wide variety of listed product in several category',

40 Provision of complete and relevant product information',

41 Monetary savings',

42 The Convenience of patronizing the online retailer',

43 Shopping on the website gives you the sense of adventure',

44 Shopping on your preferred e-tailer enhances your social status',

45 You feel gratification shopping on your favorite e-tailer',

46 Shopping on the website helps you fulfill certain roles',

47 Getting value for money spent',

48 From the following, tick any (or all) of the online retailers you have shopped from;

49 Easy to use website or application',

50 Visual appealing web-page layout', 'Wild variety of product on offer',

51 Complete, relevant description information of products',

52 Fast loading website speed of website and application',

53 Reliability of the website or application',

54 Quickness to complete purchase',

55 Availability of several payment options', 'Speedy order delivery ',

56 Privacy of customers' information',

57 Security of customer financial information',

58 Perceived Trustworthiness',

59 Presence of online assistance through multi-channel',

60 Longer time to get logged in (promotion, sales period)',

61 Longer time in displaying graphics and photos (promotion, sales period)',

62 Late declarations of price (promotion, sales period)',

63 Longer page loading time (promotion, sales period)',

64 Limited mode of payment on most products (promotion, sales period)',

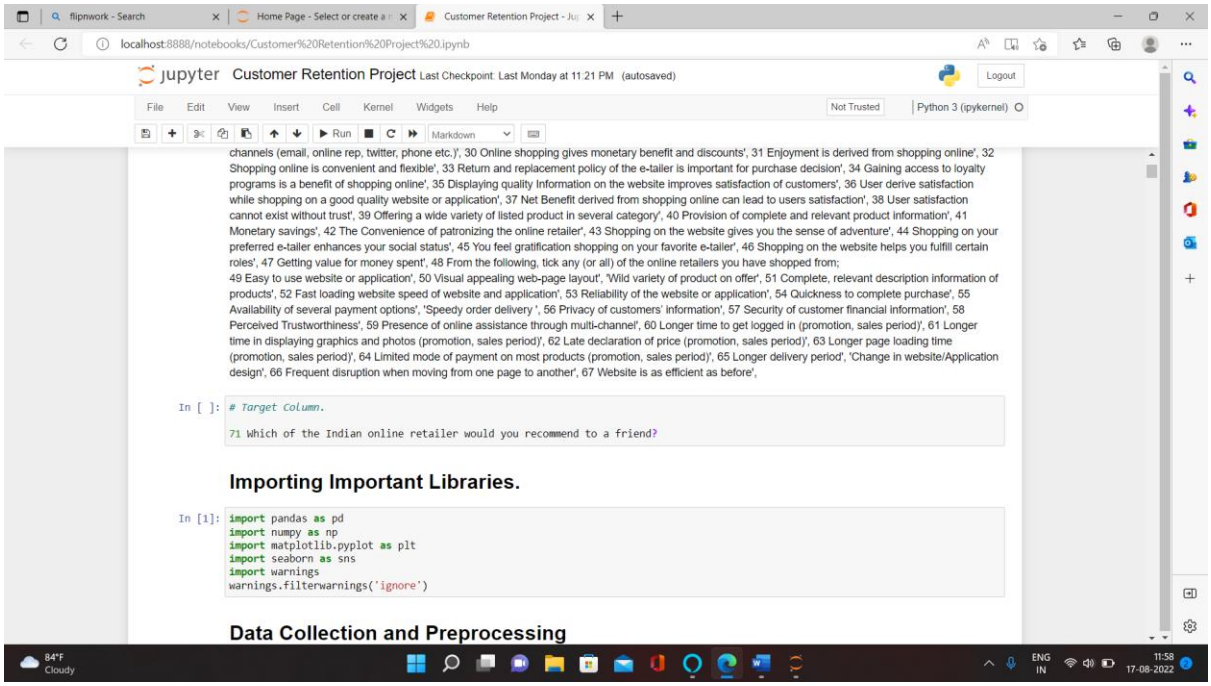
65 Longer delivery period', 'Change in website/Application design',

66 Frequent disruptions when moving from one page to another',

67 Website is as efficient as before.

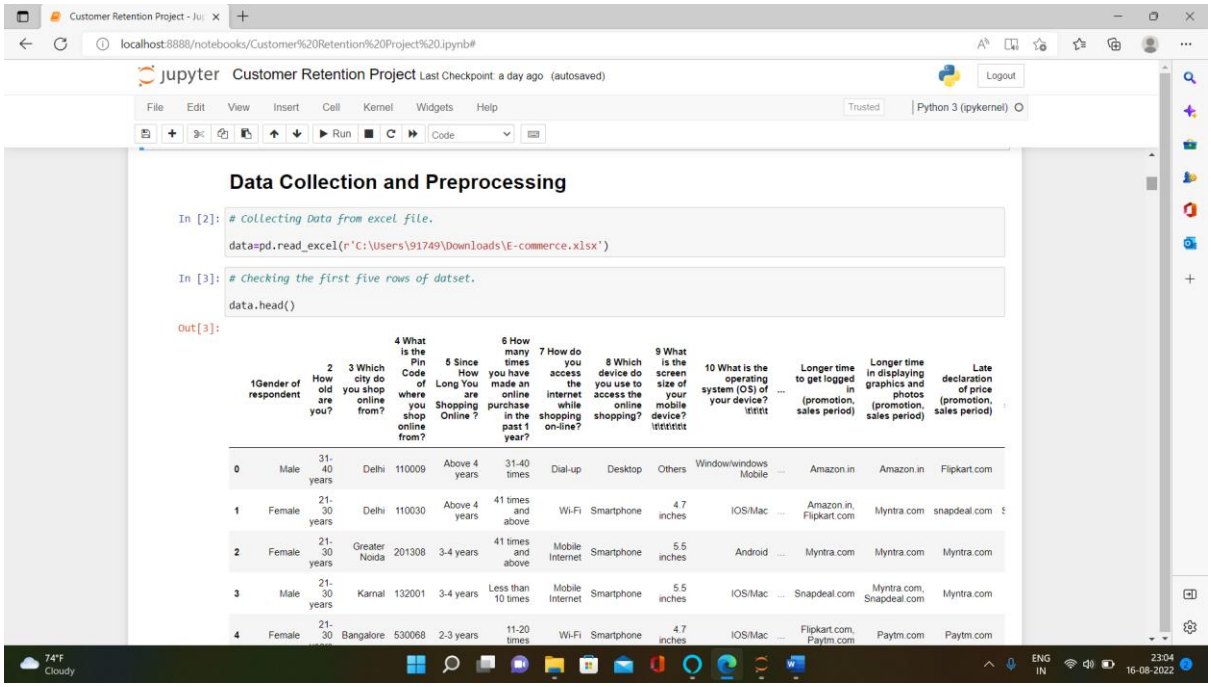
71 Which of the Indian online retailer would you recommend to a friend

IMPORTING IMPORTANT LIBRARIES



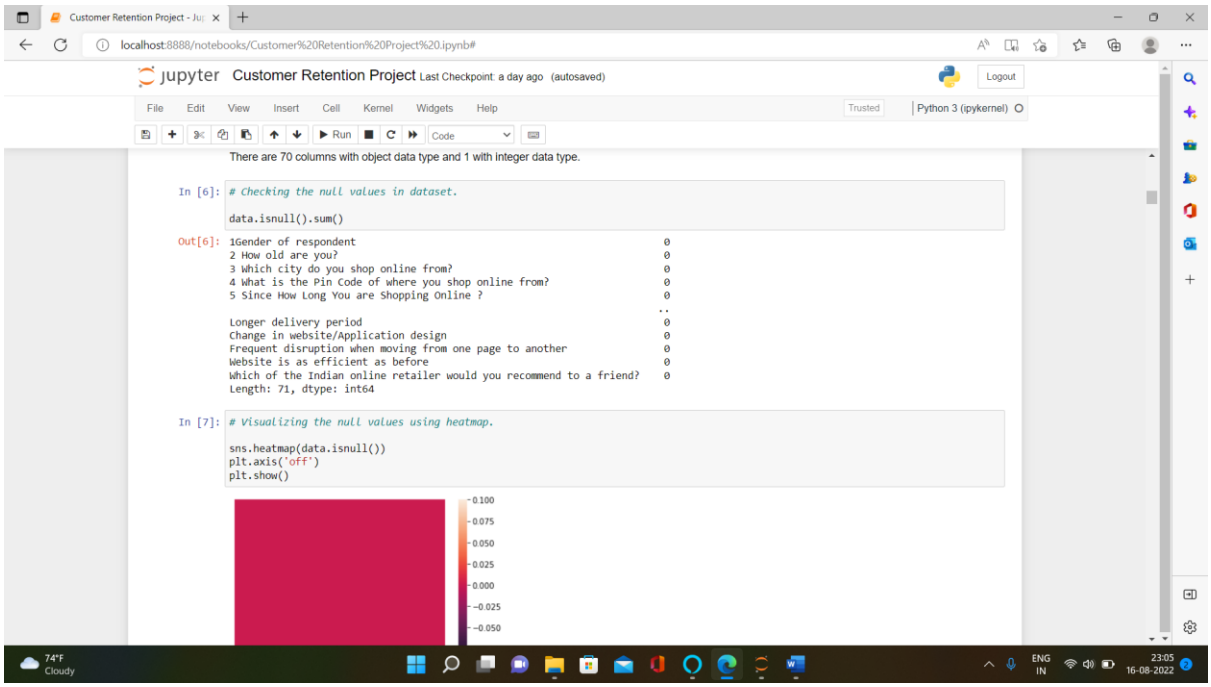
DATA COLLECTION

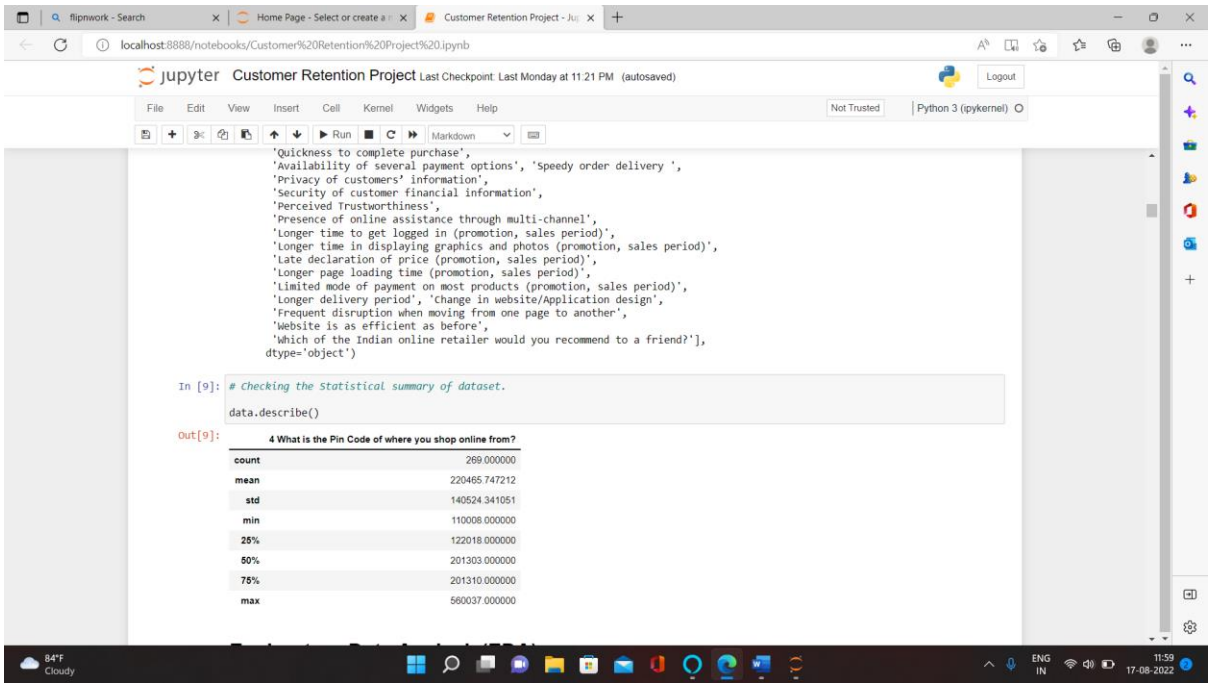
I have imported the excel file to get the dataset using pandas data frame.



DATA PRE-PROCESSING

In data pre-processing firstly I check the shape of dataset, there are 269 rows and 71 columns then I checked the dataset summary then checked the null values and lastly the statistical summary of dataset.

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Home Page - Select or create a n
Customer Retention Project - Ju
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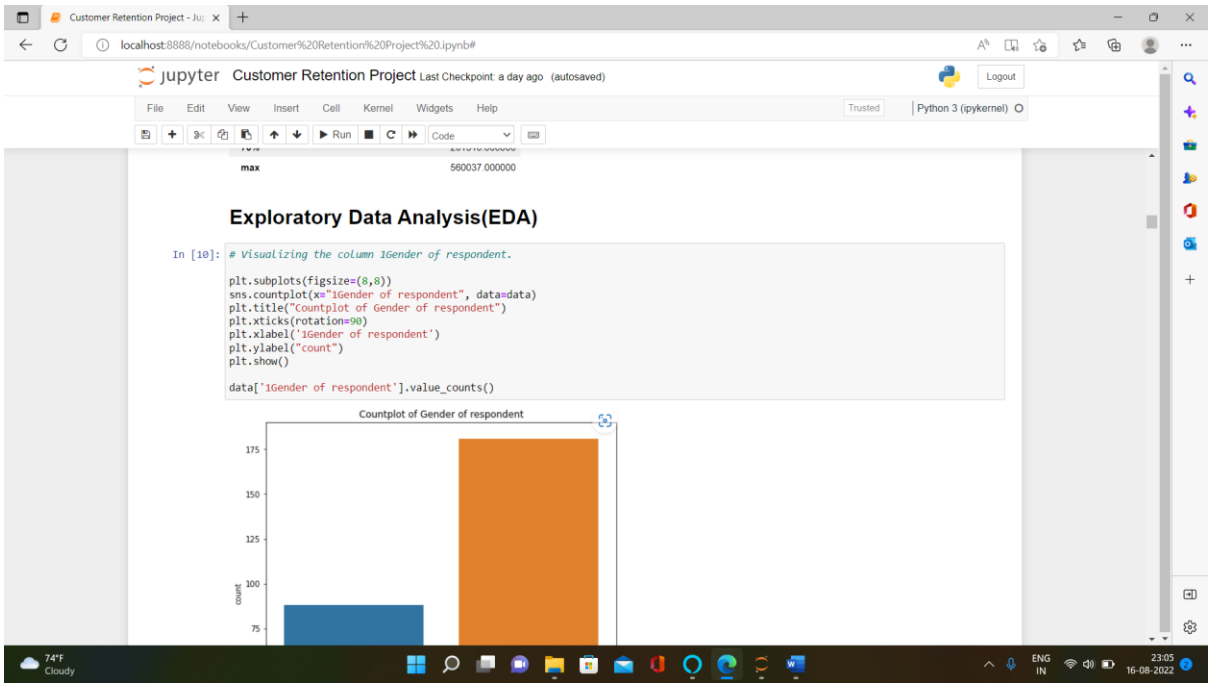
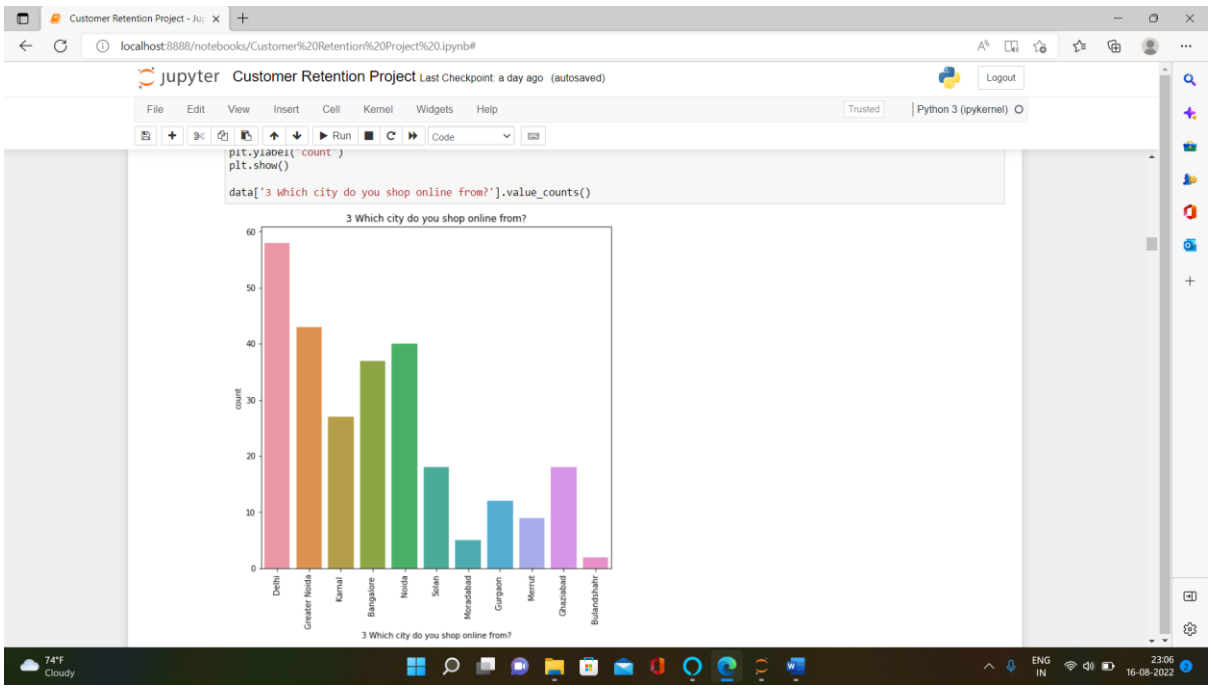
Logout
File Edit View Insert Cell Kernel Widgets Help
Not Trusted
Python 3 (ipykernel)
Run
Markdown
'Quickness to complete purchase',
'Availability of several payment options', 'Speedy order delivery ',
'Privacy of customers' information',
'Security of customer financial information',
'Perceived Trustworthiness',
'Presence of online assistance through multi-channel',
'Longer time to get logged in (promotion, sales period)',
'Longer time in displaying graphics and photos (promotion, sales period)',
'Late declaration of price (promotion, sales period)',
'Longer page loading time (promotion, sales period)',
'Limited mode of payment on most products (promotion, sales period)',
'Longer delivery period', 'Change in website/Application design',
'Frequent disruption when moving from one page to another',
'Website is as efficient as before',
'Which of the Indian online retailer would you recommend to a friend?'],
dtype='object')
In [9]:
# Checking the Statistical summary of dataset.
data.describe()
Out[9]:
4 What is the Pin Code of where you shop online from?
count 269.000000
mean 220465.747212
std 140524.341051
min 110008.000000
25% 122018.000000
50% 201303.000000
75% 201310.000000
max 560037.000000
84°F
Cloudy
ENG
IN
11:59
17-08-2022

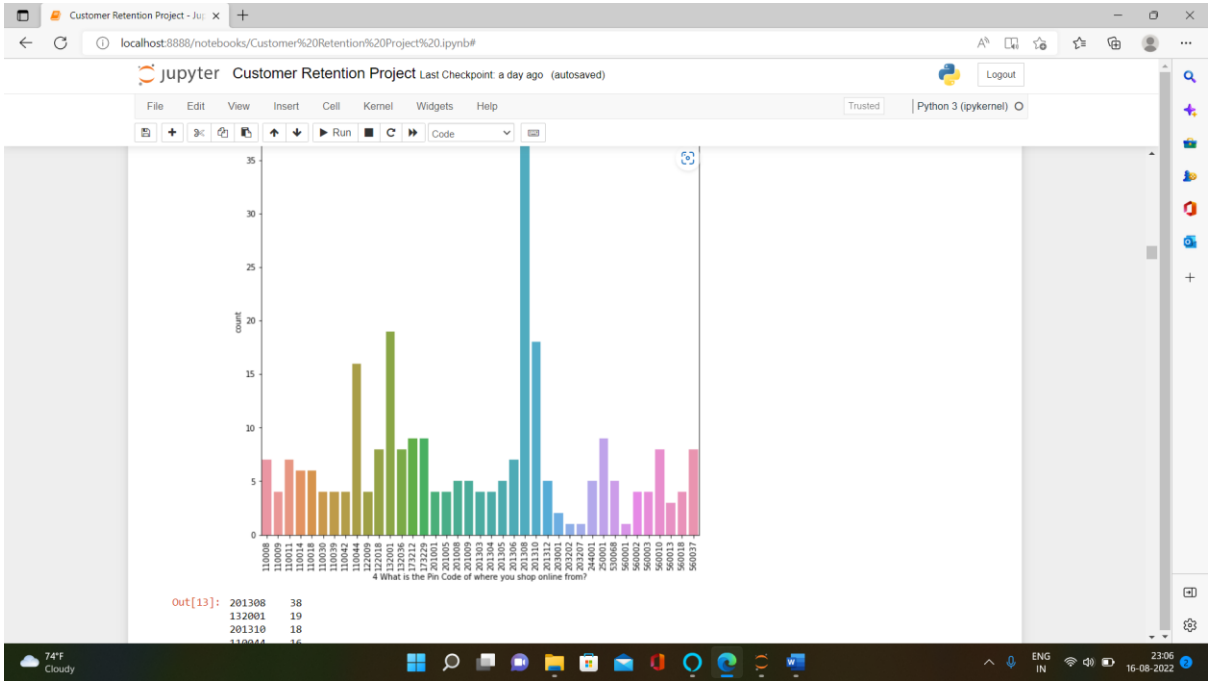
EXPLORATORY DATA ANALYSIS (EDA)

In Exploratory Data Analysis, I Univariate and Multivariate analysis, in which I used count plot for univariate analysis and pair plot for multivariate analysis**.**

Univariate Analysis



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File Edit View Insert Cell Kernel Widgets Help
Trusted
Python 3 (ipykernel)
Run
Code
count
4 What is the Pin Code of where you shop online from?
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132001 19
201310 18
74°F Cloudy
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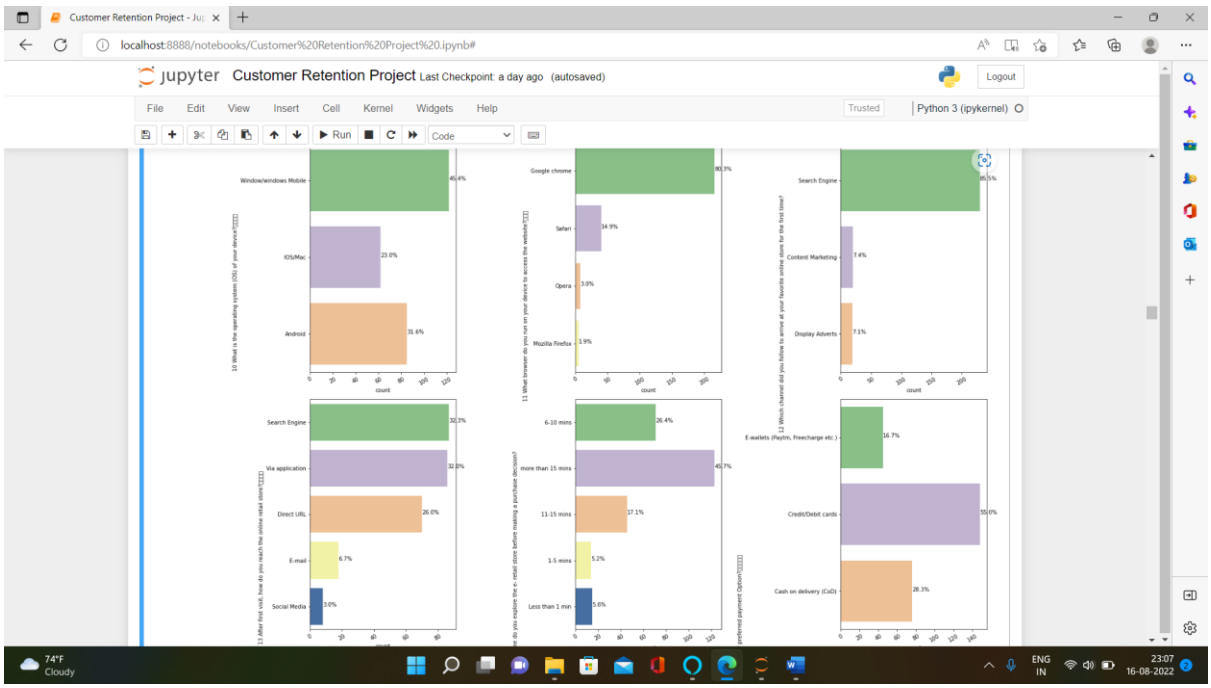
23:06 16-08-2022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Window/windows Mobile
IOS/Mac
Android
Google chrome
Safari
Opera
Mozilla Firefox
Search Engine
Content Marketing
Display Adverts
Search Engine
Via application
Direct URL
E-mail
Social Media
6-10 mins
more than 15 mins
11-15 mins
1-5 mins
Less than 1 min
E-wallets (Paytm, Freecharge etc.)
Credit/Debit cards
Cash on delivery (CoD)
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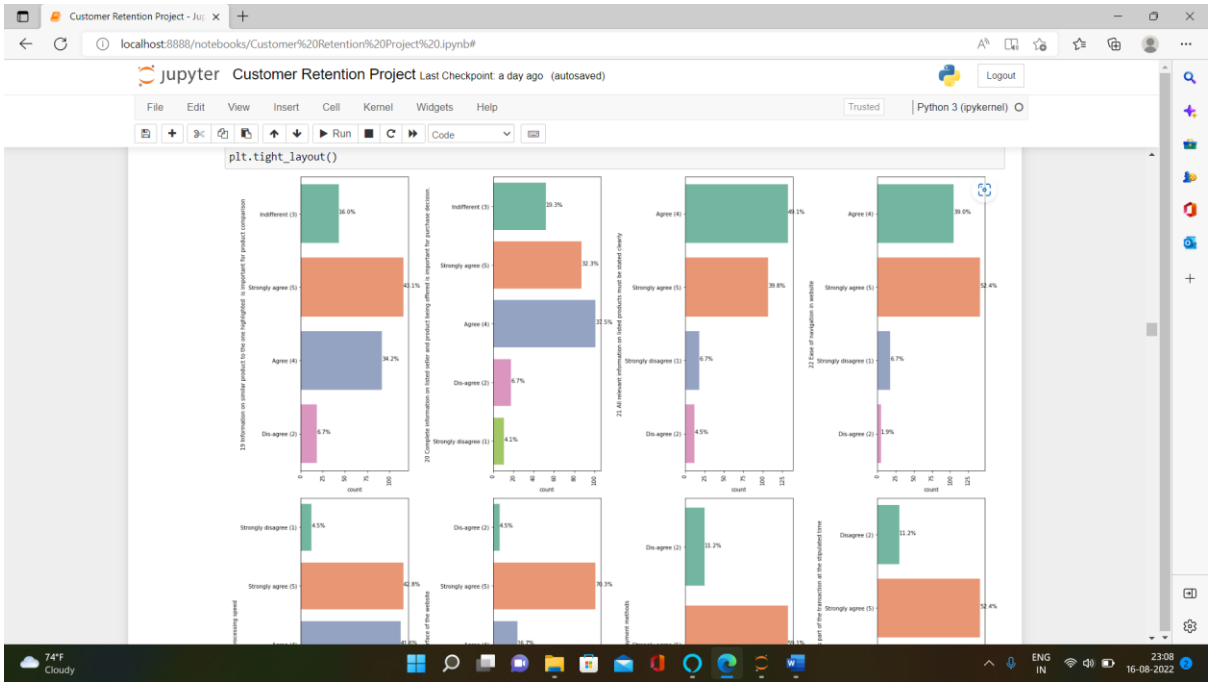
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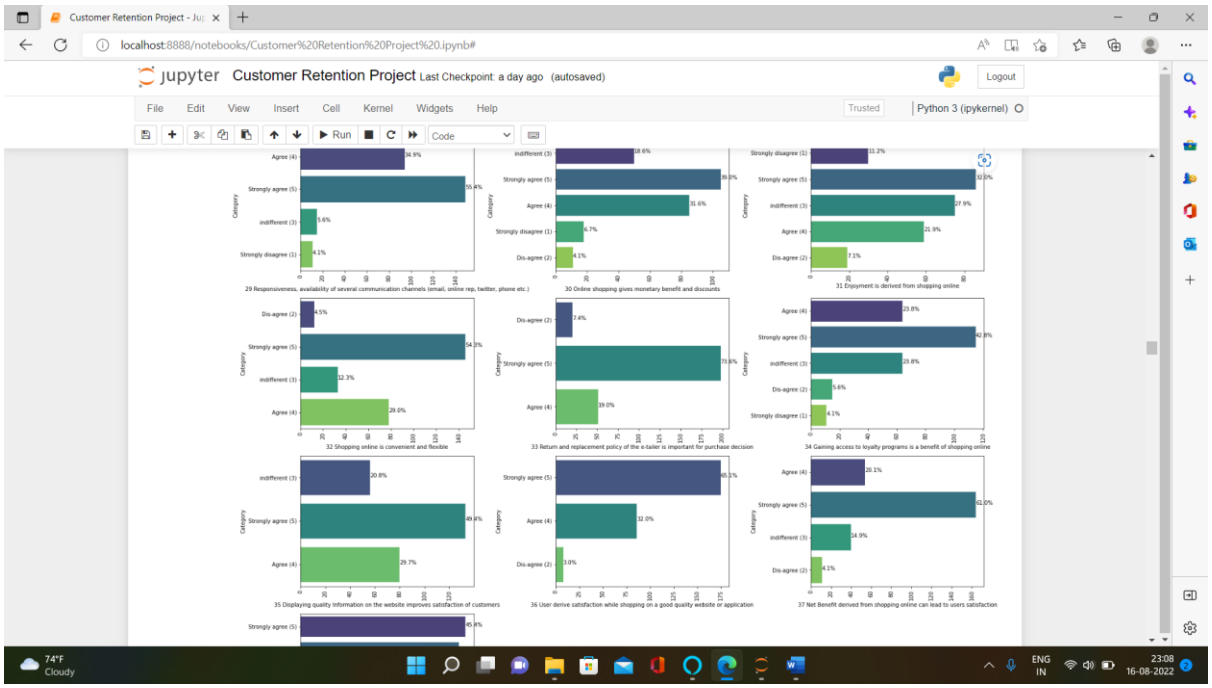
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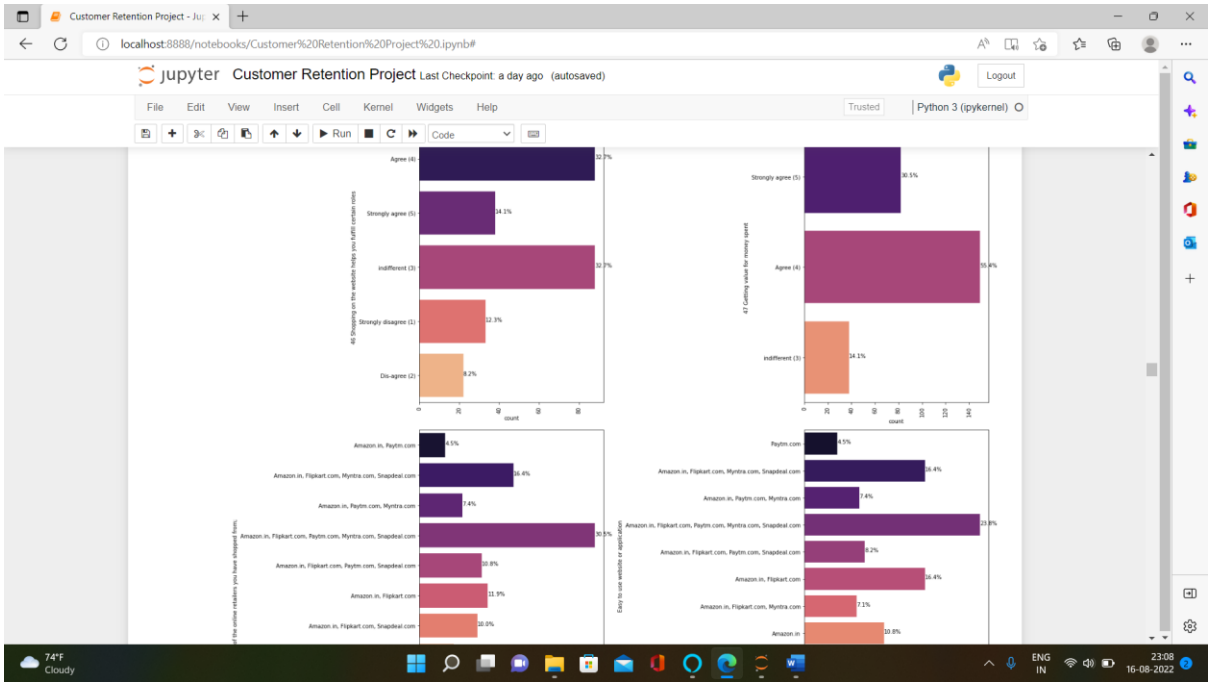
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Agree (4)
Strongly agree (5)
Indifferent (3)
Strongly disagree (1)
Dis-agree (2)
32.7%
14.1%
32.7%
12.3%
8.2%
count
Strongly agree (5)
Agree (4)
Indifferent (3)
30.5%
55.4%
14.1%
count
Amazon.in, Paytm.com
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com
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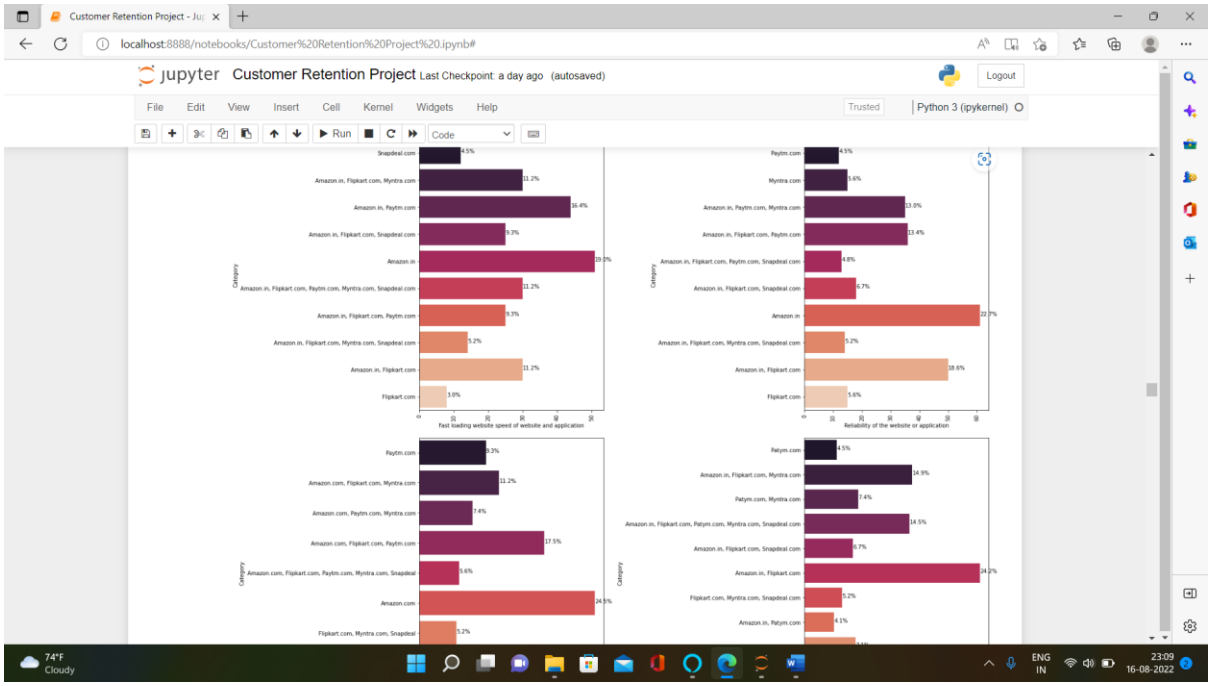
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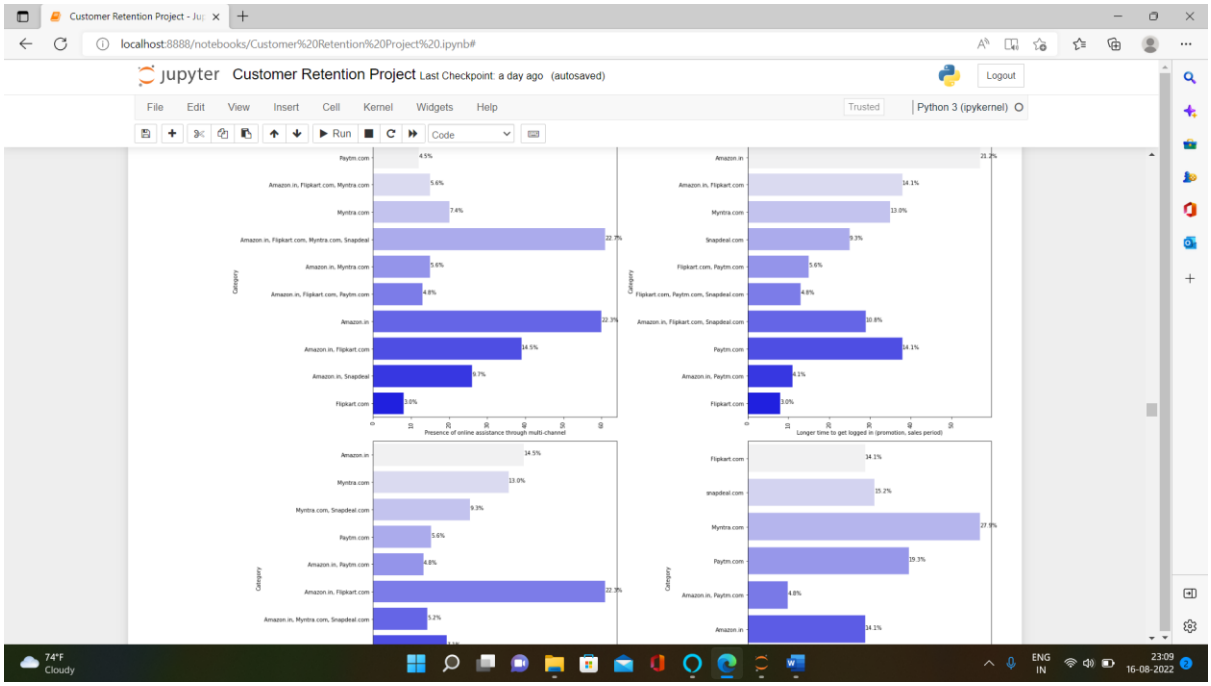
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Python 3 (ipykernel)
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Presence of online assistance through multi-channel
Longer time to get logged in (promotion, sales period)
74°F Cloudy
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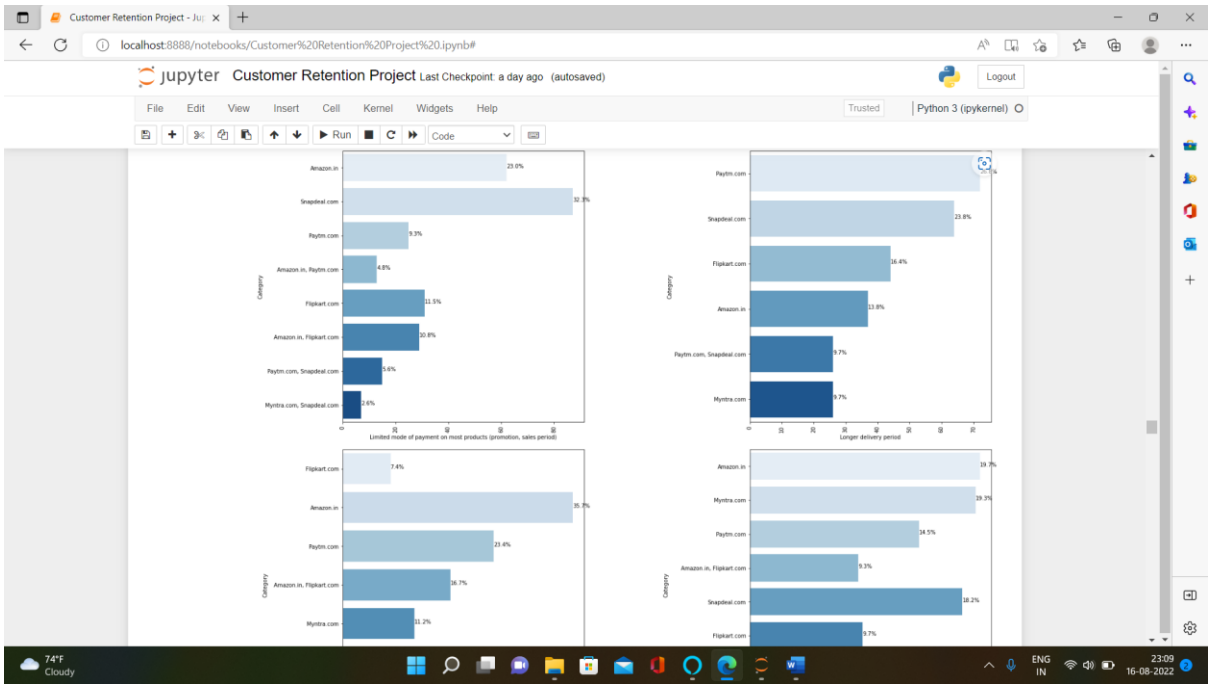
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Python 3 (ipykernel)
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Limited mode of payment on most products (promotion, sales period)
Longer delivery period
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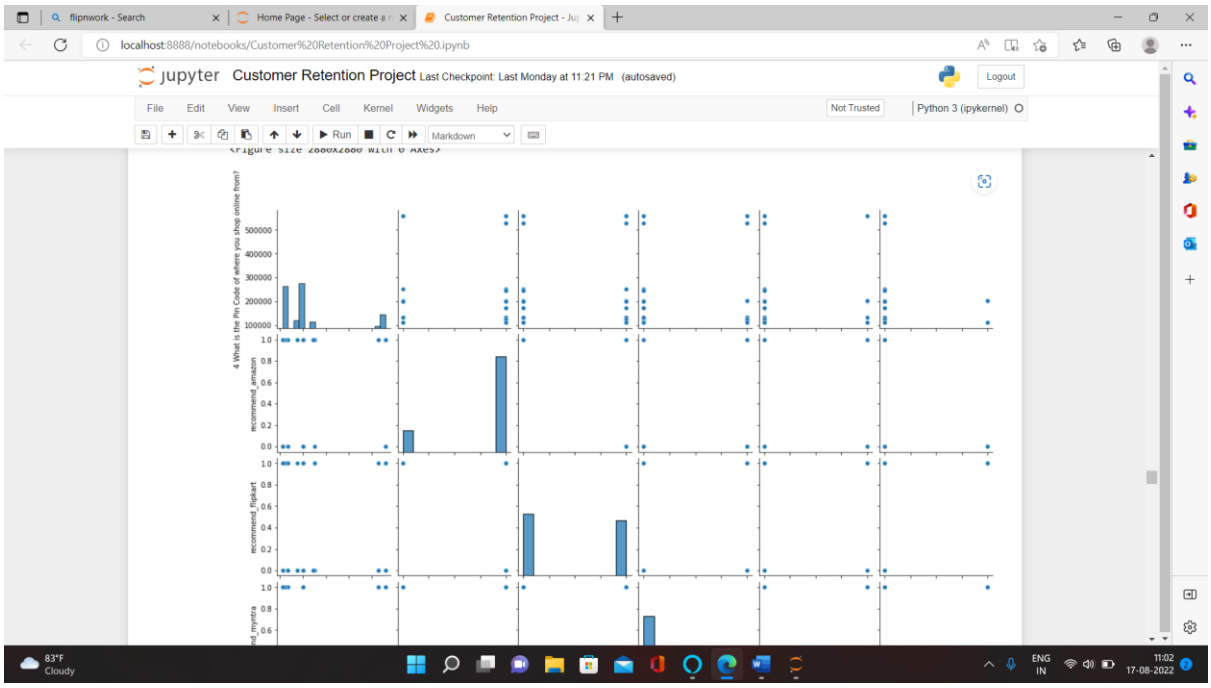
Multivariate Analysis



OBSERVATIONS OF EDA

- In 1Gender of respondent column majority is of females and there are less no. of males.

- In How old are you? column most of people lie in age range 30-41years and less no. of people are in age range 51 and above.

- In Which city do you shop online from? column most of people shop from Delhi city and least no. of people shop from Bulandshar.

- In What is the Pin Code of where you shop online from? column most of people shop with pincode-201308 and least shop from pincode-203202,560001,203207.

- In Since How Long You are Shopping Online? column most of people have shopping duration of above 4 years and least of 1-2 years.

- In How many times you have made an online purchase in the past 1 year? column most of people shopped 10 times in a year and least shopped 42 times in a year.

- In How do you access the internet while shopping on-line? column most of people use mobile internet for shopping and very less use dial-up.

- In Which device do you use to access the online shopping? column most of people use smartphone to access online shopping and very least use Tablet.

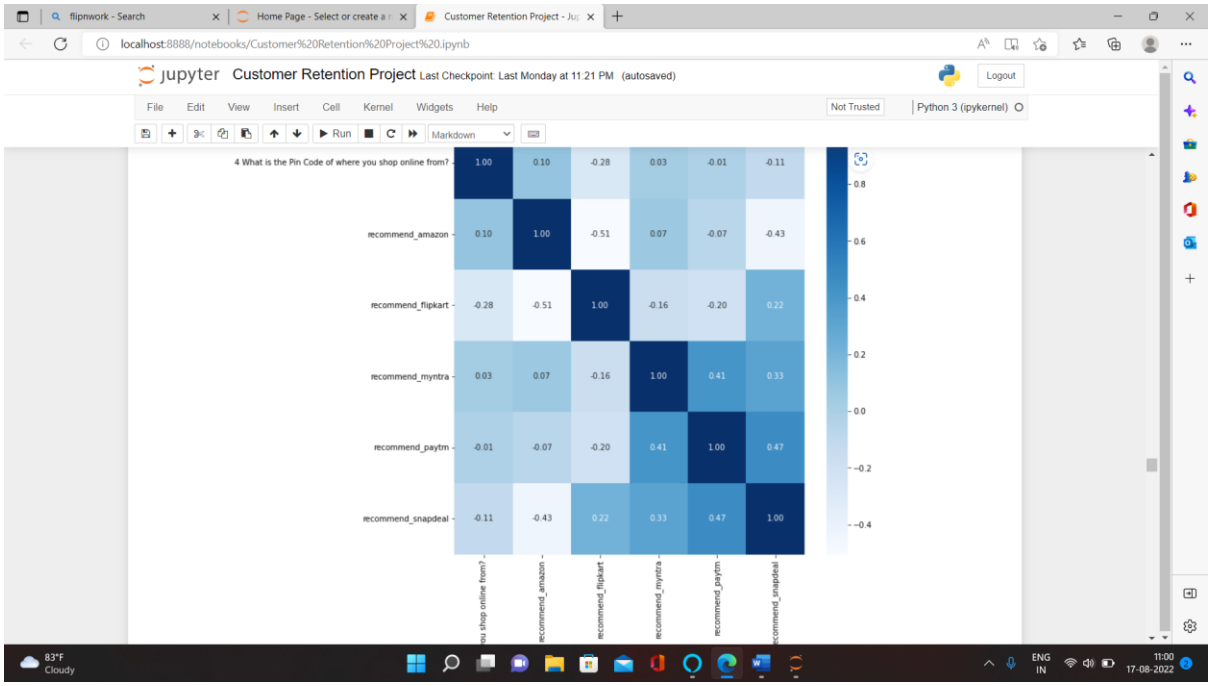
- In column 10 What is the operating system (OS) of your device? Most of people use windows operating system and least use ios mac operating system.

- In column 11 What browser do you run on your device to access the website? most of people use google chrome browser for accessing website and least use Mozzarilla Firefox.

- In column 13 After first visit, how do you reach the online retail store? most of people reach online retail store via search engine and least via social media.

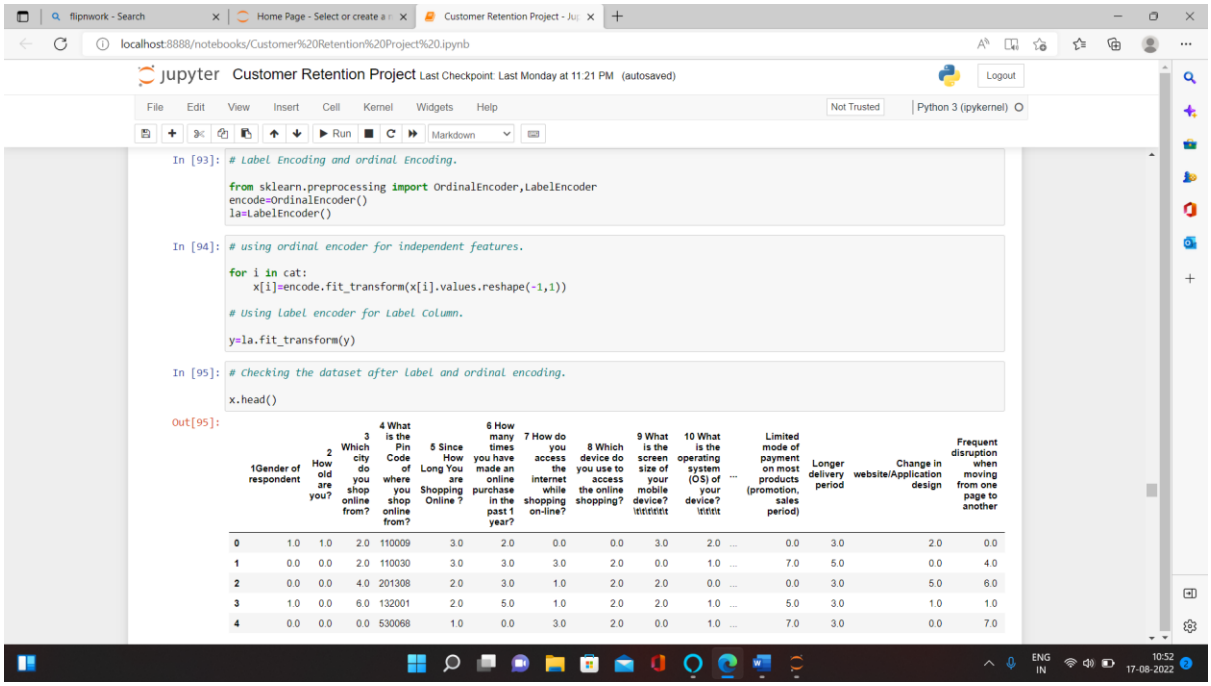
CHECKING CORRELATION

I checked the correlation in dataset, some of the columns shows correlation with each other.



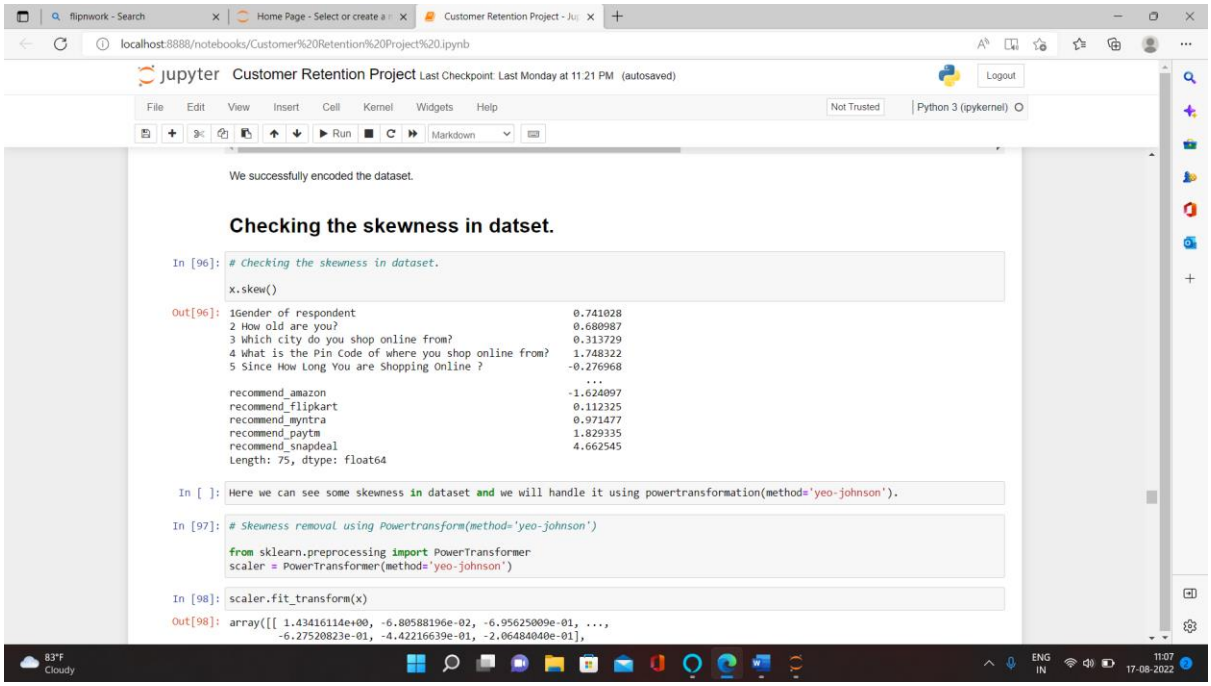
LABEL AND ORDINAL ENCODING

Before Model building, I have encoded the categorical columns with label and ordinal encoder as we won't be able to fit model directly to the categorical columns.



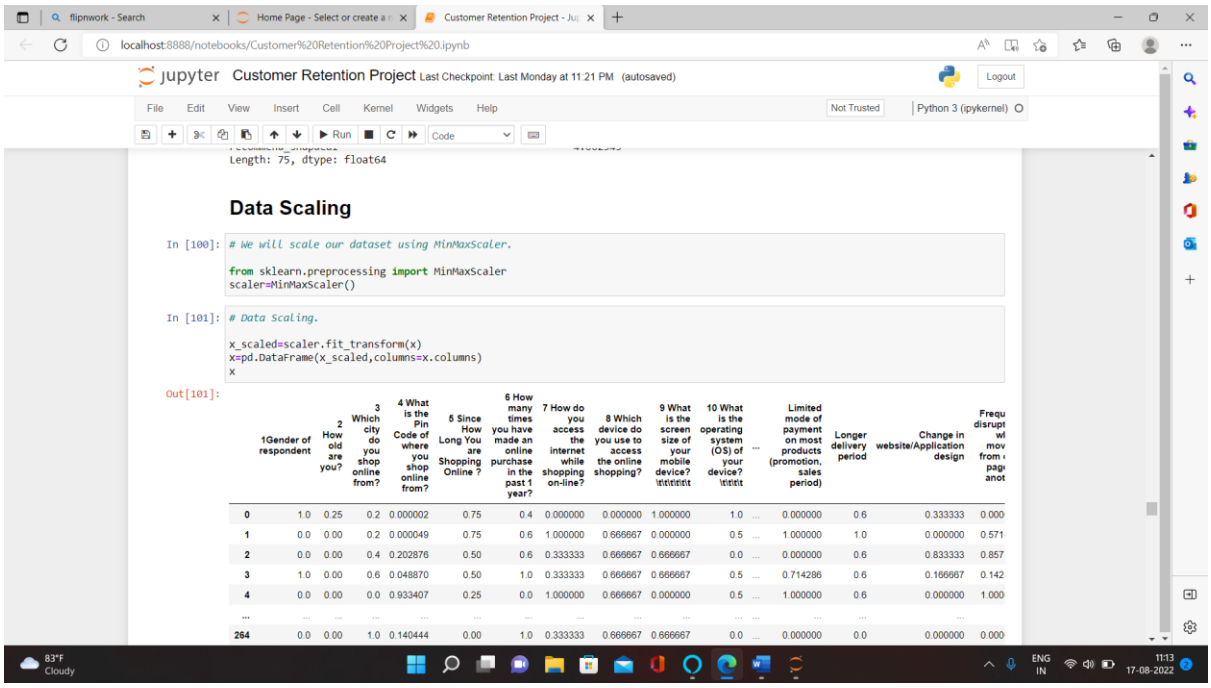
	1Gender of respondent	2 How old are you?	3 Which city do you shop online from?	4 What is the Pin Code of where you shop online from?	5 Since How Long You are Shopping Online ?	6 How many times you have made an online purchase in the past 1 year?	7 How do you access the internet while shopping on-line?	8 Which device do you use to access the online shopping?	9 What is the screen size of your mobile device? \t\t\t\t\t\t	10 What is the operating system (OS) of your device? \t\t\t\t	...	Limited mode of payment on most products (promotion, sales period)	Longer delivery period	Change in website/Application design	Frequent disruption when moving from one page to another
0	1.0	1.0	2.0	110009	3.0	2.0	0.0	0.0	3.0	2.0	...	0.0	3.0	2.0	0.0
1	0.0	0.0	2.0	110030	3.0	3.0	3.0	2.0	0.0	1.0	...	7.0	5.0	0.0	4.0
2	0.0	0.0	4.0	201308	2.0	3.0	1.0	2.0	2.0	0.0	...	0.0	3.0	5.0	6.0
3	1.0	0.0	6.0	132001	2.0	5.0	1.0	2.0	2.0	1.0	...	5.0	3.0	1.0	1.0
4	0.0	0.0	0.0	530068	1.0	0.0	3.0	2.0	0.0	1.0	...	7.0	3.0	0.0	7.0

CHECKING SKEWNESS



I have checked skewness in dataset, there is some skewness in data and I removed it using Power transformation(method=’yeo-johnson’)

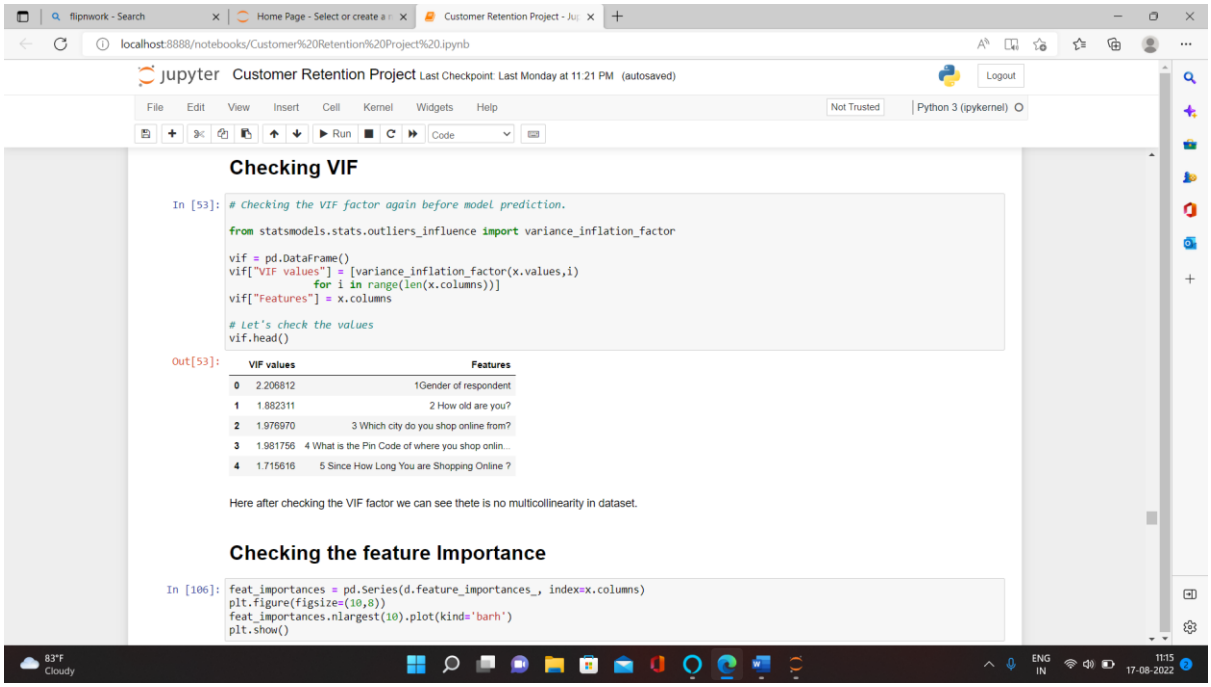
DATA SCALING



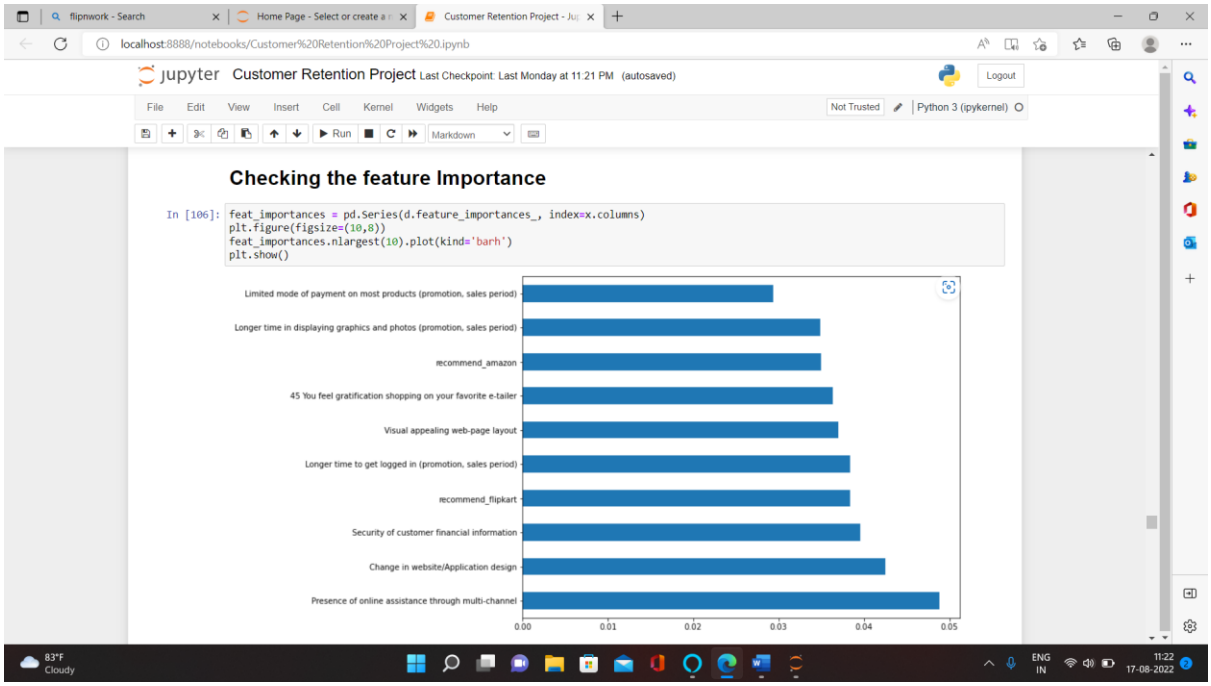
	1Gender of respondent	2 How old are you?	3 Which city do you shop online from?	4 What is the Pin Code of where you shop online from?	5 Since How Long You are Shopping Online ?	6 How many times you have made an online purchase in the past 1 year?	7 How do you access the internet while shopping on-line?	8 Which device do you use to access the online shopping?	9 What is the screen size of your mobile device?	10 What is the operating system (OS) of your device?	...	Limited mode of payment on most products (promotion, sales period)	Longer delivery period	Change in website/Application design	Frequ disrupt wl mov from page anot
0	1.0	0.25	0.2	0.000002	0.75	0.4	0.000000	0.000000	1.000000	1.0	...	0.000000	0.6	0.333333	0.000
1	0.0	0.00	0.2	0.000049	0.75	0.6	1.000000	0.666667	0.000000	0.5	...	1.000000	1.0	0.000000	0.571
2	0.0	0.00	0.4	0.202876	0.50	0.6	0.333333	0.666667	0.666667	0.0	...	0.000000	0.6	0.833333	0.857
3	1.0	0.00	0.6	0.048870	0.50	1.0	0.333333	0.666667	0.666667	0.5	...	0.714286	0.6	0.166667	0.142
4	0.0	0.00	0.0	0.933407	0.25	0.0	1.000000	0.666667	0.000000	0.5	...	1.000000	0.6	0.000000	1.000
...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
264	0.0	0.00	1.0	0.140444	0.00	1.0	0.333333	0.666667	0.666667	0.0	...	0.000000	0.0	0.000000	0.000

Our Dataset needs Standardization so I used MinMaxScaler for standardizing the data.

CHECKING VIF, FEATURE IMPORTANCE

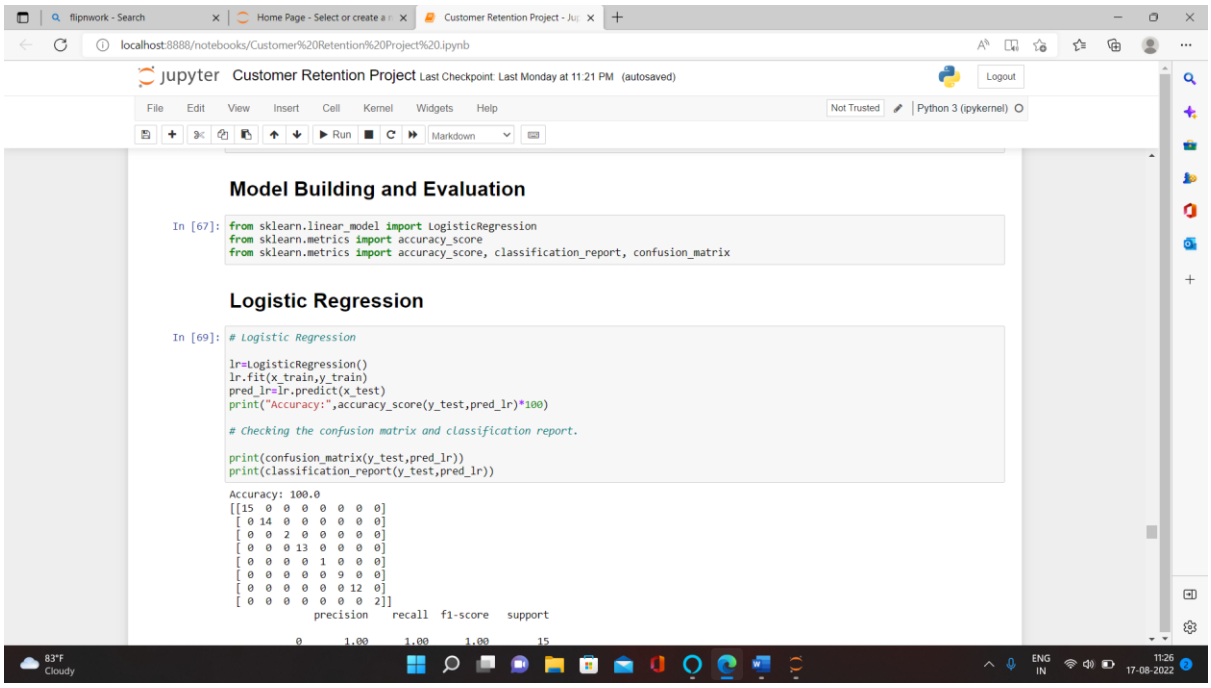


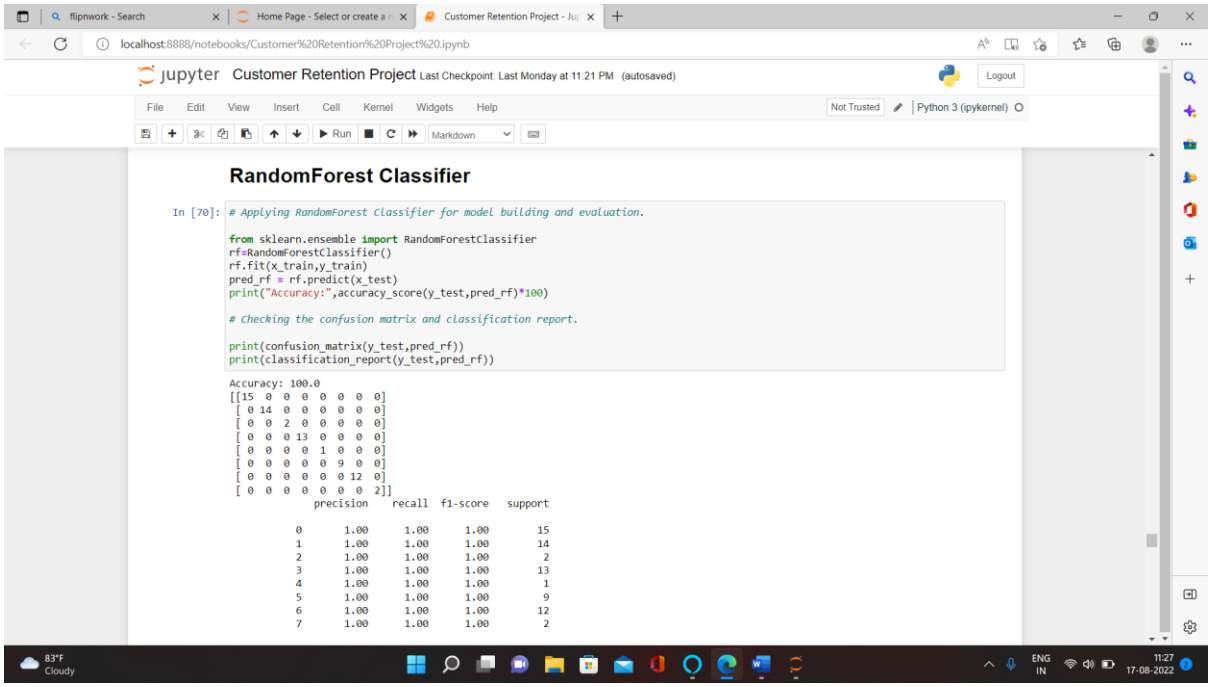
As I want to check the Multicollinearity in data, so I used Variance Inflation factor, as VIF factor is less than 10 so we can say that there is no multicollinearity in dataset.

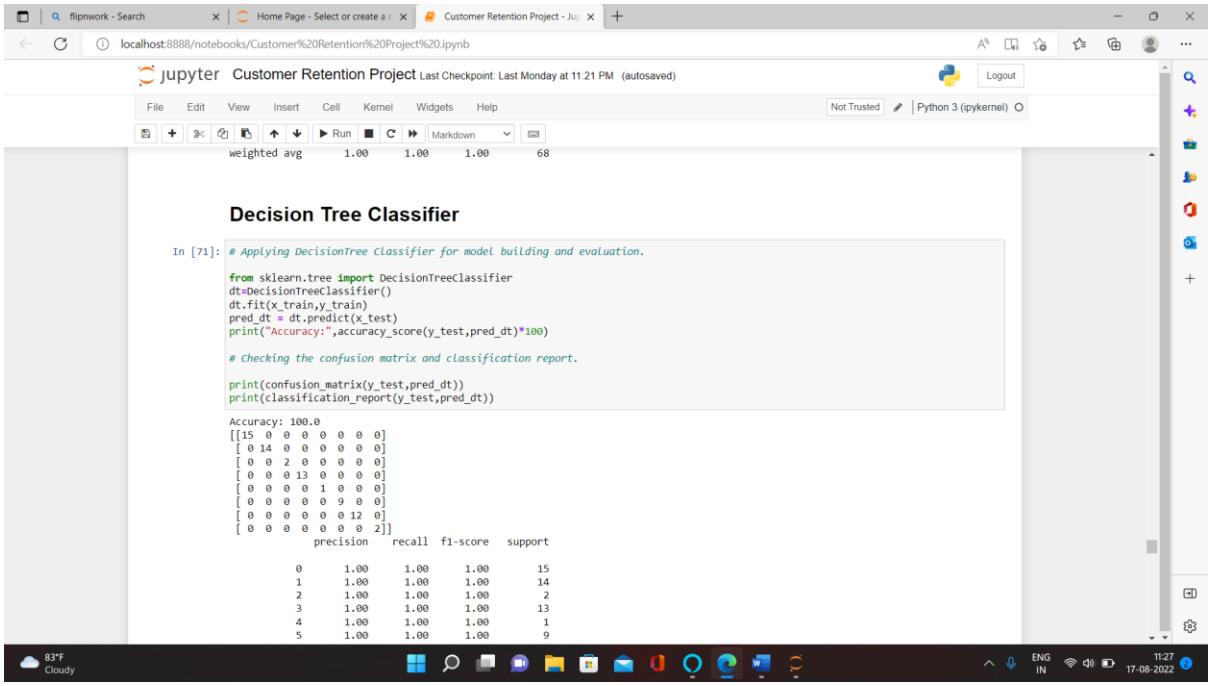


In the above chart we can see that above features are of most importance in determining which platform will a customer recommend to his friend

MODEL BUILDING AND EVALUATION



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Customer Retention Project - Ju
localhost:8888/notebooks/Customer%20Retention%20Project%20.ipynb
jupyter Customer Retention Project Last Checkpoint: Last Monday at 11:21 PM (autosaved)
Logout
File Edit View Insert Cell Kernel Widgets Help
Not Trusted
Python 3 (ipykernel)
Run
Markdown
weighted avg 1.00 1.00 1.00 68
Decision Tree Classifier
In [71]:
# Applying DecisionTree Classifier for model building and evaluation.
from sklearn.tree import DecisionTreeClassifier
dt=DecisionTreeClassifier()
dt.fit(x_train,y_train)
pred_dt = dt.predict(x_test)
print("Accuracy:",accuracy_score(y_test,pred_dt)*100)
# Checking the confusion matrix and classification report.
print(confusion_matrix(y_test,pred_dt))
print(classification_report(y_test,pred_dt))
Accuracy: 100.0
[[15 0 0 0 0 0 0 0]
[0 14 0 0 0 0 0 0]
[0 0 2 0 0 0 0 0]
[0 0 0 13 0 0 0 0]
[0 0 0 0 1 0 0 0]
[0 0 0 0 0 9 0 0]
[0 0 0 0 0 0 12 0]
[0 0 0 0 0 0 0 2]]
precision recall f1-score support
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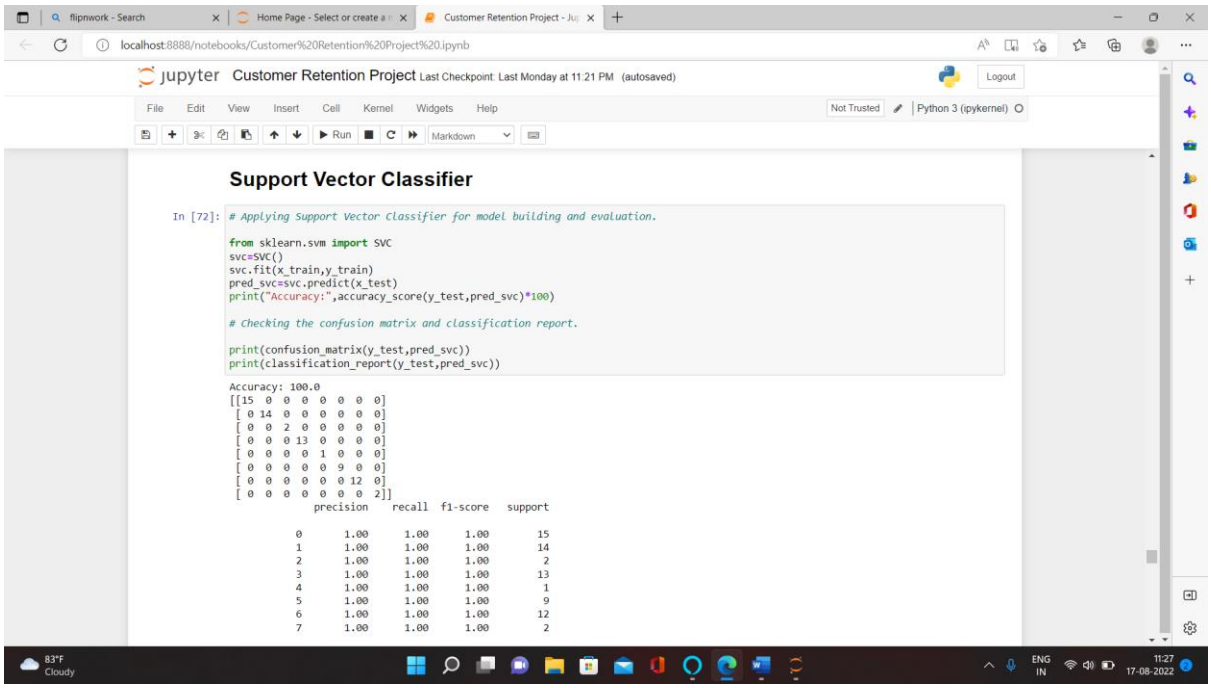
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jupyter Customer Retention Project Last Checkpoint: Last Monday at 11:21 PM (autosaved)
Logout
File Edit View Insert Cell Kernel Widgets Help
Not Trusted
Python 3 (ipykernel)
Run
Markdown
Support Vector Classifier
In [72]:
# Applying Support Vector Classifier for model building and evaluation.
from sklearn.svm import SVC
svc=SVC()
svc.fit(x_train,y_train)
pred_svc=svc.predict(x_test)
print("Accuracy:",accuracy_score(y_test,pred_svc)*100)
# Checking the confusion matrix and classification report.
print(confusion_matrix(y_test,pred_svc))
print(classification_report(y_test,pred_svc))
Accuracy: 100.0
[[15 0 0 0 0 0 0 0]
[0 14 0 0 0 0 0 0]
[0 0 2 0 0 0 0 0]
[0 0 0 13 0 0 0 0]
[0 0 0 0 1 0 0 0]
[0 0 0 0 0 9 0 0]
[0 0 0 0 0 0 12 0]
[0 0 0 0 0 0 0 2]]
precision recall f1-score support
0 1.00 1.00 1.00 15
1 1.00 1.00 1.00 14
2 1.00 1.00 1.00 2
3 1.00 1.00 1.00 13
4 1.00 1.00 1.00 1
5 1.00 1.00 1.00 9
6 1.00 1.00 1.00 12
7 1.00 1.00 1.00 2
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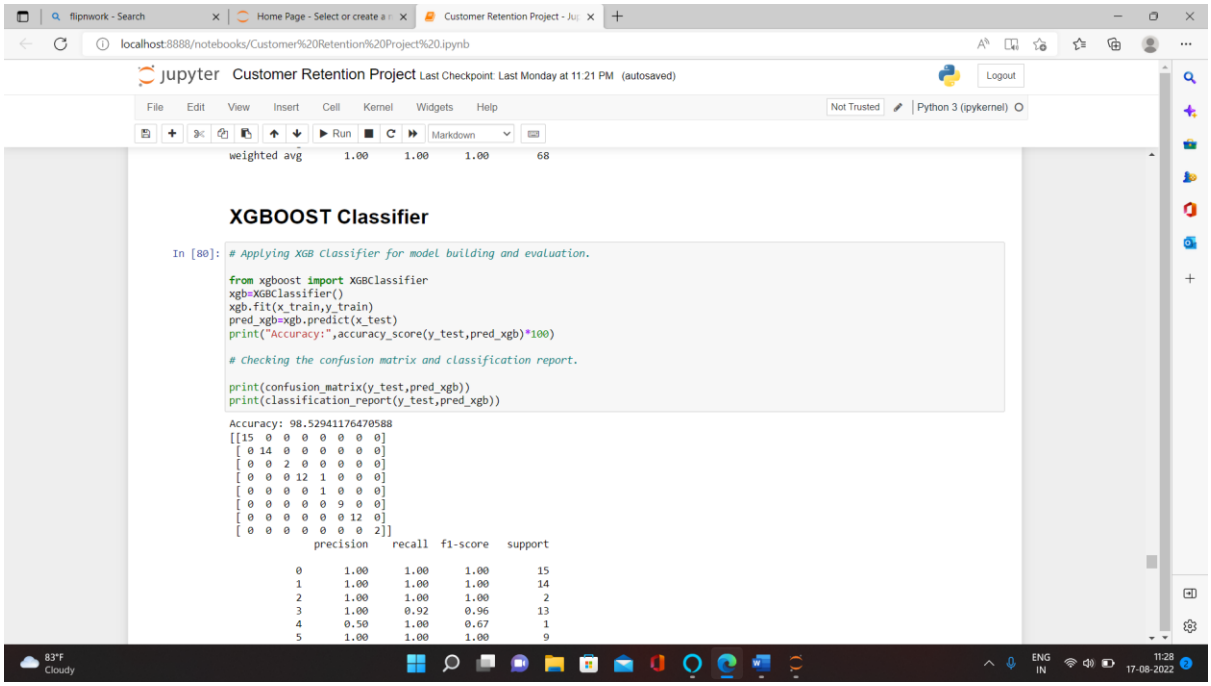
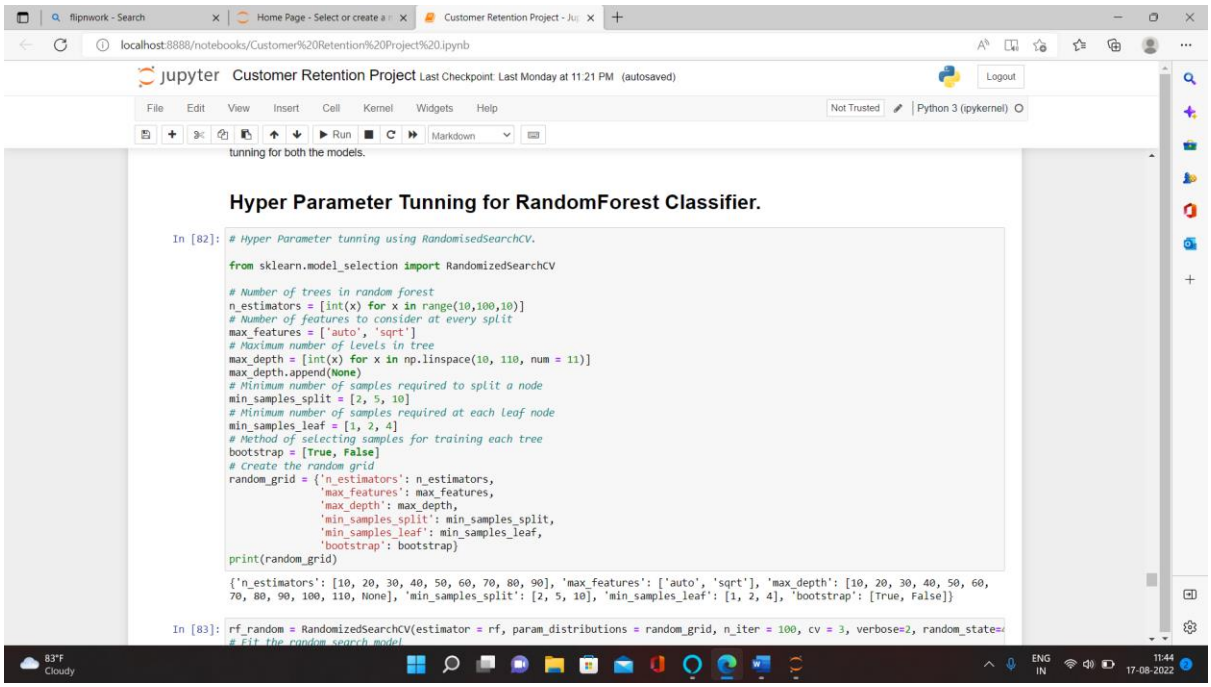


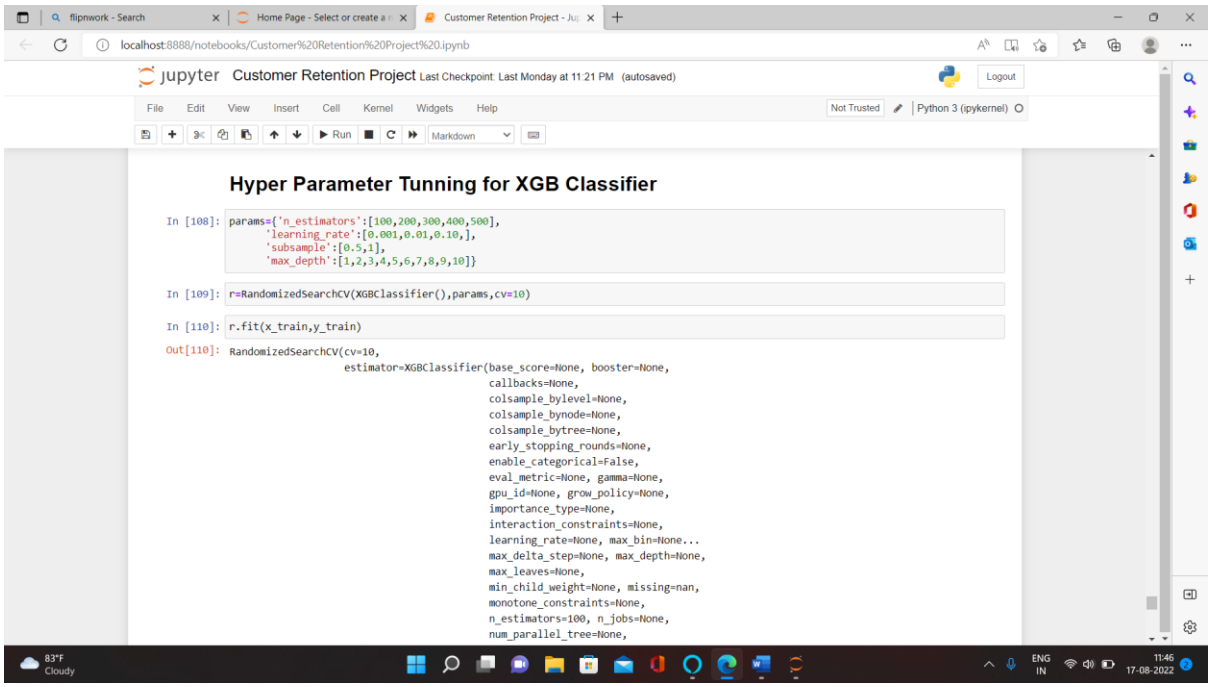
In model building and evaluation, I used 5 models that are Logistic Regression, Random Forest Classifier, Support Vector Classifier, XBG Classifier. After model training and prediction, the accuracy score of each and every model is very well good but for selecting the best fit model I checked the cross-validation score for each model and 2 models Random Forest and XGboost classifier shows very less or negligible difference in accuracy score and cross validation score.

HYPER PARAMETER TUNNING

Hyper parameter tunning for Random Forest Classifier using RandomisedSearchCV



Hyper parameter tunning for XgBoost Classifier using RandomisedSearchCV



Both models performing very well and we have to select only one of them, so we will choose Random Forest Classifier model as it is perfectly giving cross validation score and accuracy score.

CONCLUSION

The results of this study suggest following outputs which might be useful for E-commerce websites to extend their business

The cost of the product, the reliability of the E-commerce company and the return policies all play an equally important role in deciding the buying behaviour of online customers.

The cost is an important factor as it was the basic criteria used by online retailers to attract customers. The reliability of the E-commerce company is also important, as it is even required in offline retail.

It is important because customers are paying online, so they need to be sure of security of the online transaction. The return policies are important because in online retail customer does not get to feel the product. Thus, people want to be sure that it will be possible to return the product if he does not like it in real.

Whereas, the logistics factor, which included Cash on delivery option, One day delivery and the quality of packaging plays a secondary role in this process though these are Must-be-quality. This is so because these all does not interfere with the real product and people believe that this is the basic value that E-commerce websites provide.

All the websites were not equally preferred by online customers. Amazon was the most preferred followed by Flipkart. This can be explained easily by previous result that we got. These two companies are most trusted in the industry and hence, have a huge reliability. Also, the sellers listed on these websites are generally from Tier 1 cities as compared to Snapdeal and PayTM which have more sellers from tier 2 and 3 cities. Also, these websites have the most lenient return policies as compared to others and also the time required to process a return is low for these.