

Overview

Overview

Alerts72

Reproduction

Dataset statistics

Number of variables	71
Number of observations	269
Missing cells	0
Missing cells (%)	0.0%
Duplicate rows	61
Duplicate rows (%)	22.7%
Total size in memory	149.3 KiB
Average record size in memory	568.5 B

Variable types

Categorical	70
Numeric	1

Variables

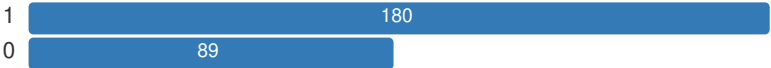
Select Columns

1 Gender of respondent

Categorical

HIGH CORRELATION

Distinct	2
Distinct (%)	0.7%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

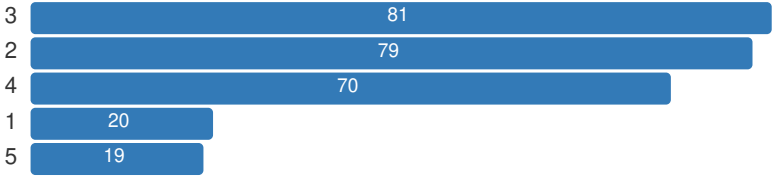
2 How old are you?

Categorical

HIGH CORRELATION

Distinct	5
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Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



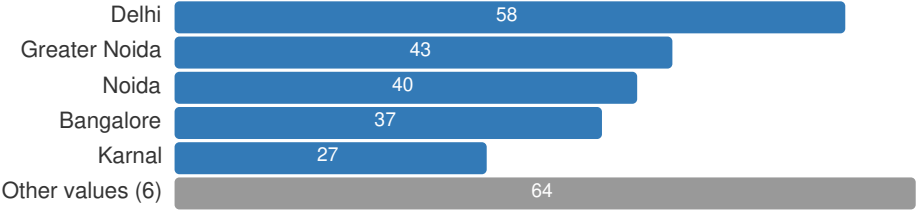
Toggle details

3 Which city do you shop online from?

Categorical

HIGH CORRELATION

Distinct	11
Distinct (%)	4.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

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

Real number ($\mathbb{R}_{\geq 0}$)

HIGH CORRELATION

Distinct	39
Distinct (%)	14.5%
Missing	0
Missing (%)	0.0%
Infinite	0
Infinite (%)	0.0%
Mean	220465.7472
Minimum	110008
Maximum	560037
Zeros	0
Zeros (%)	0.0%
Negative	0
Negative (%)	0.0%
Memory size	2.2 KiB

5 Since How Long You are Shopping Online ?

Categorical

HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

Category	Count
1	43
2	16
3	65
4	47
5	98

Toggle details

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

Categorical

HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

Category	Count
1	114
2	29
3	10
4	63
5	53

Toggle details

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

Categorical

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

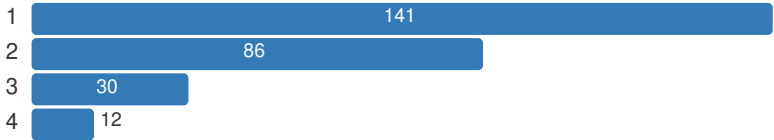
Category	Count
3	118
2	76
5	71
4	4

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

Categorical

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



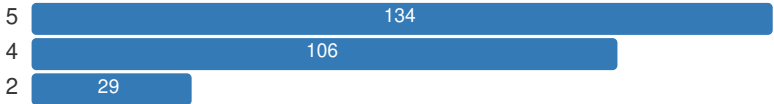
Toggle details

9 What is the screen size of your mobile device?

Categorical

HIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



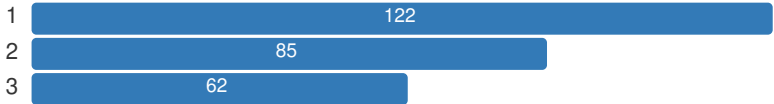
Toggle details

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

Categorical

HIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

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

Categorical

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

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

Categorical

HIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



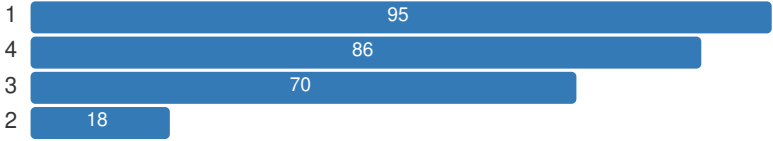
Toggle details

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

Categorical

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



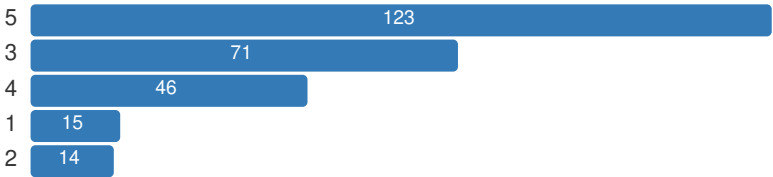
Toggle details

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

Categorical

HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

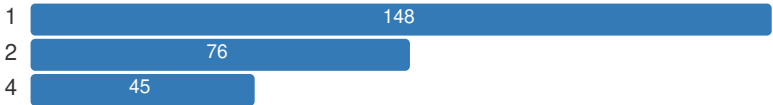


Toggle details

15 What is your preferred payment Option?

CategoricalHIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

16 How 4 do you abandon (selecting an items and leaving without making payment) your shopping cart?

CategoricalHIGHCORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



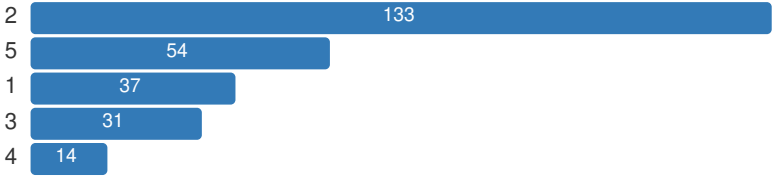
Toggle details

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

CategoricalHIGH CORRELATION

Distinct	5
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Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

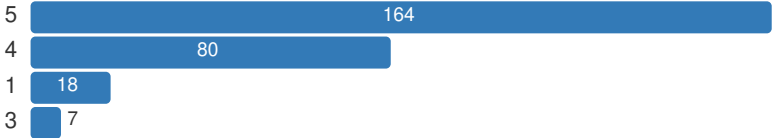


Toggle details

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

CategoricalHIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

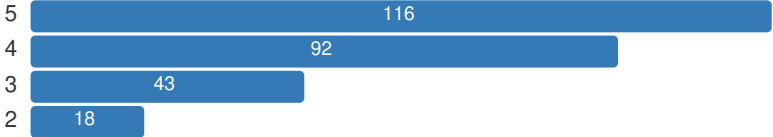


Toggle details

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

CategoricalHIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

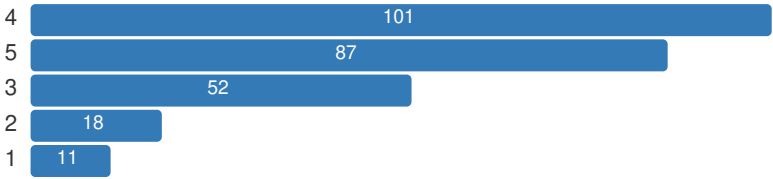
20 Complete information on listed seller and product being offered is important for purchase decision.

CategoricalHIGH

CORRELATION

Distinct	5
----------	---

Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



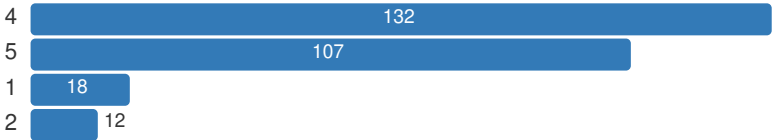
Toggle details

21 All relevant information on listed products must be stated clearly

Categorical

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



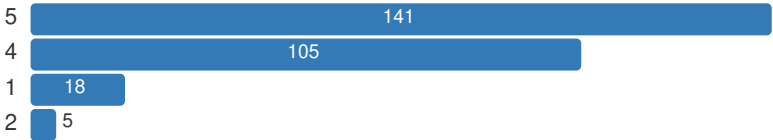
Toggle details

22 Ease of navigation in website

Categorical

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

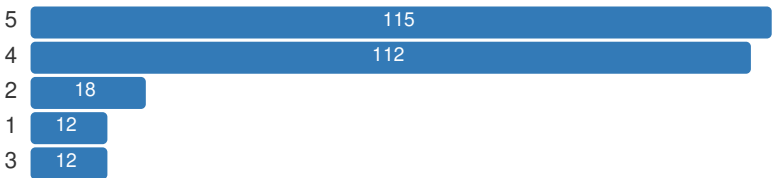
23 Loading and processing speed

Categorical

HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%

Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

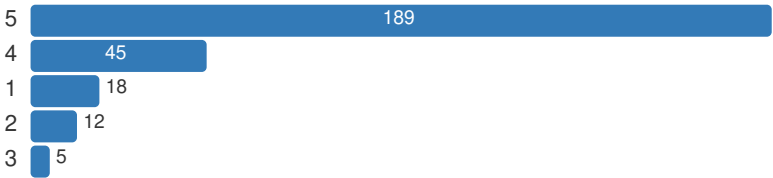


Toggle details

24 User friendly Interface of the website

CategoricalHIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

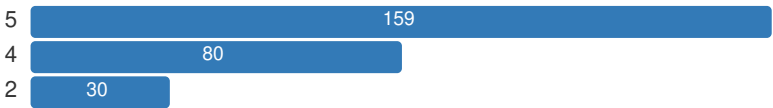


Toggle details

25 Convenient Payment methods

CategoricalHIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

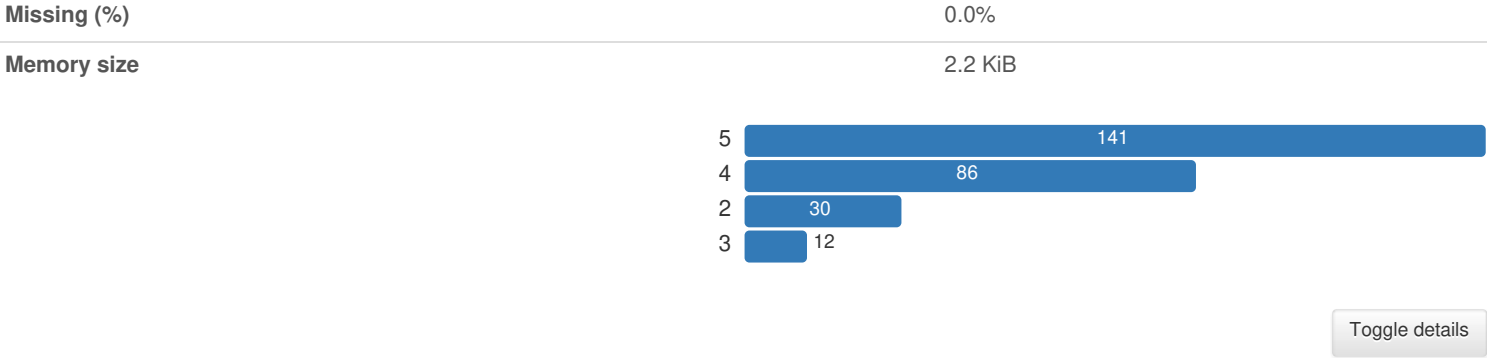


Toggle details

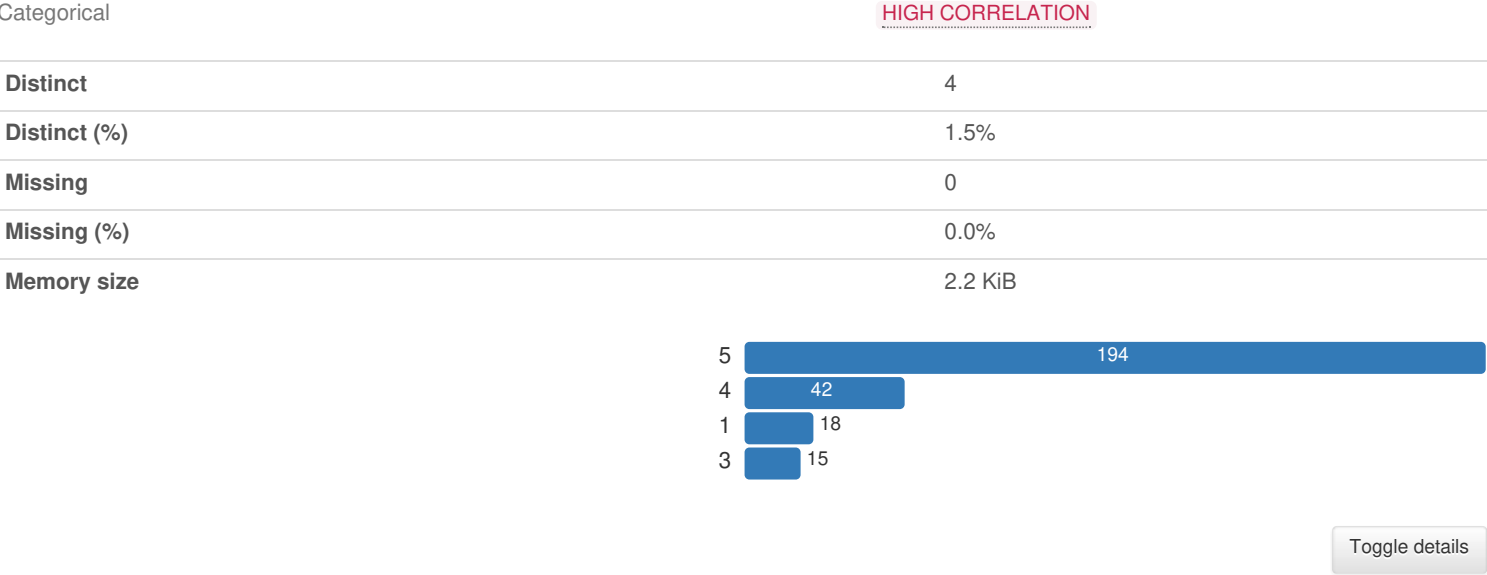
26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time

CategoricalHIGH CORRELATION

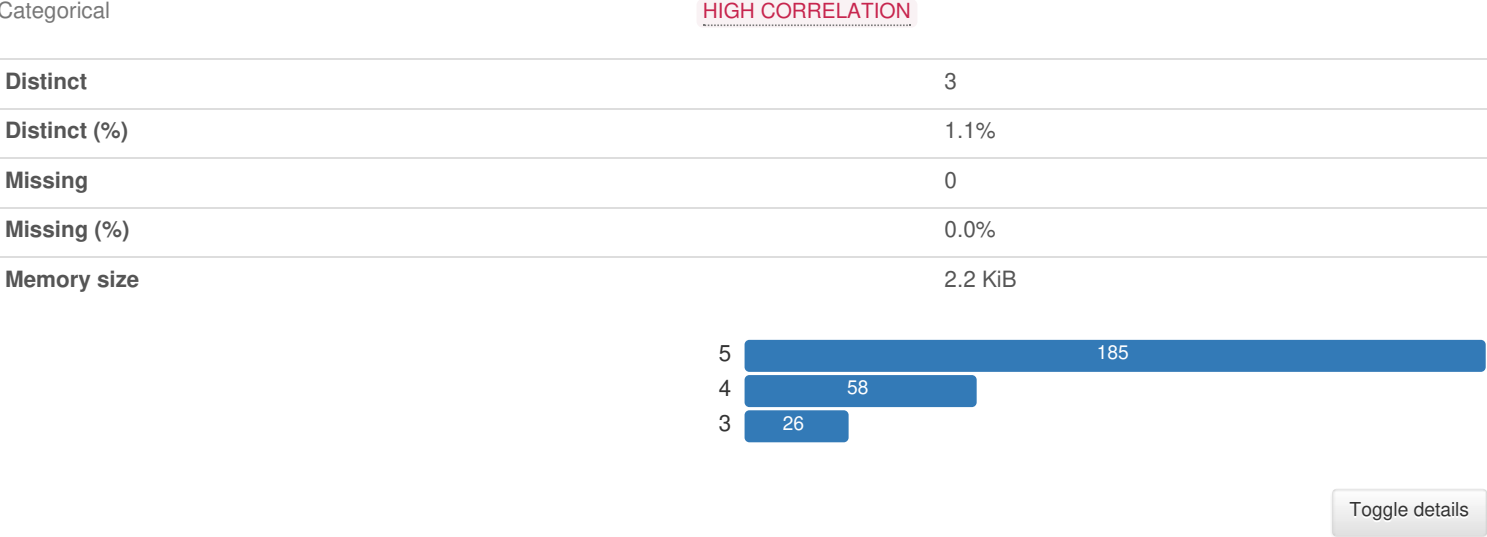
Distinct	4
Distinct (%)	1.5%
Missing	0



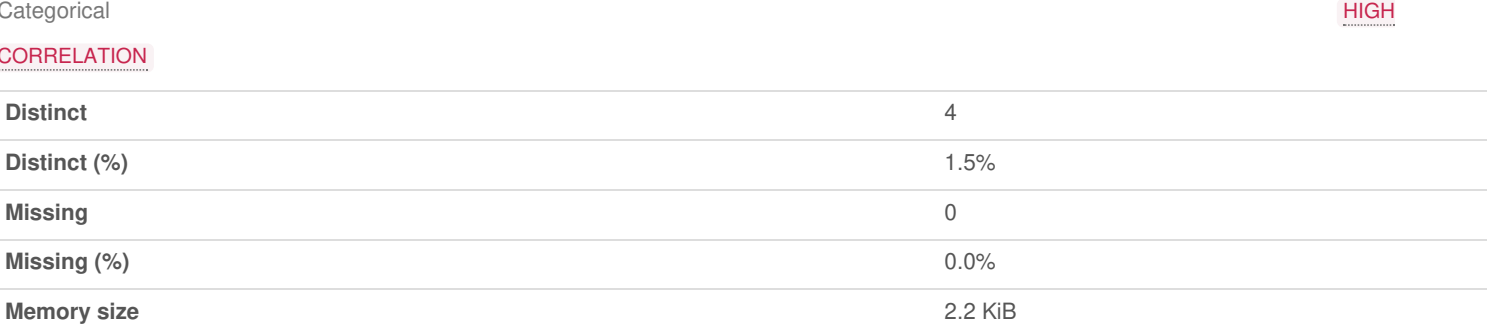
27 Empathy (readiness to assist with queries) towards the customers

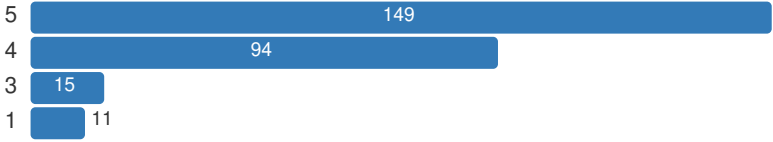


28 Being able to guarantee the privacy of the customer



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





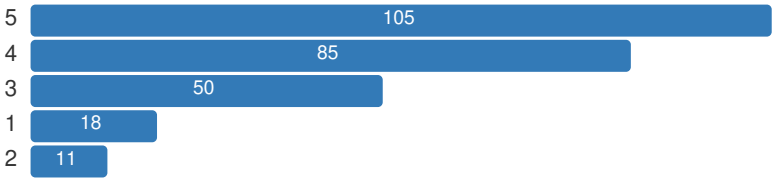
Toggle details

30 Online shopping gives monetary benefit and discounts

Categorical

HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



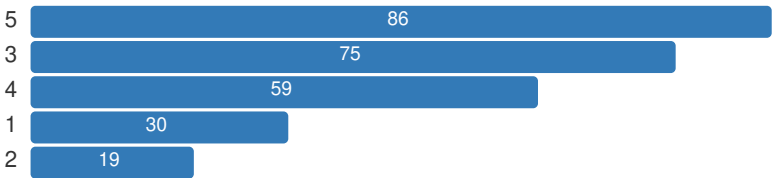
Toggle details

31 Enjoyment is derived from shopping online

Categorical

HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



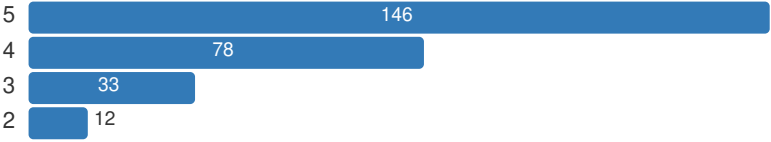
Toggle details

32 Shopping online is convenient and flexible

Categorical

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

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

Categorical

HIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



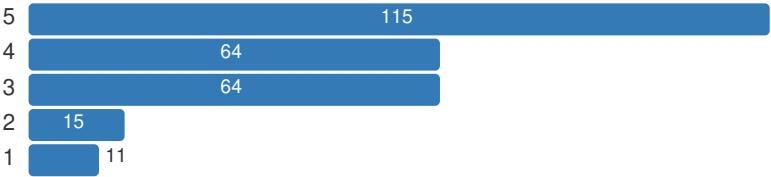
Toggle details

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

Categorical

HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

35 Displaying quality Information on the website improves satisfaction of customers

Categorical

HIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

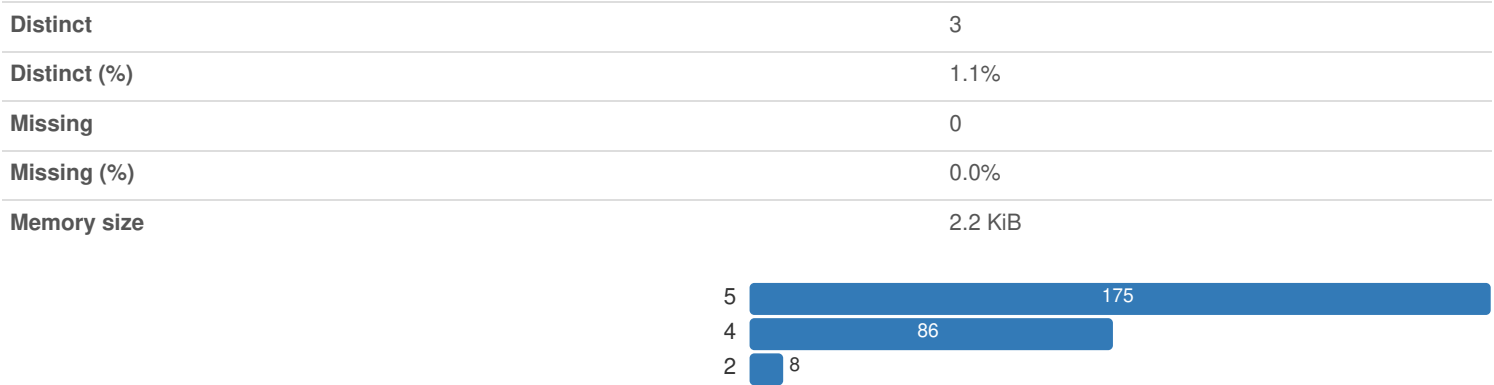


Toggle details

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

Categorical

HIGH CORRELATION

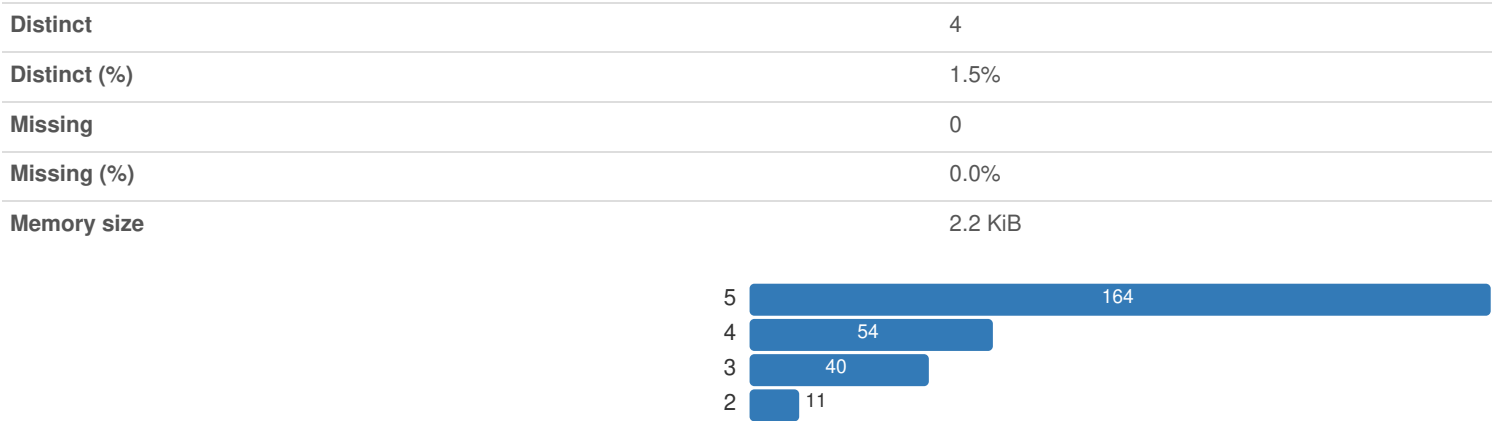


Toggle details

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

Categorical

HIGH CORRELATION

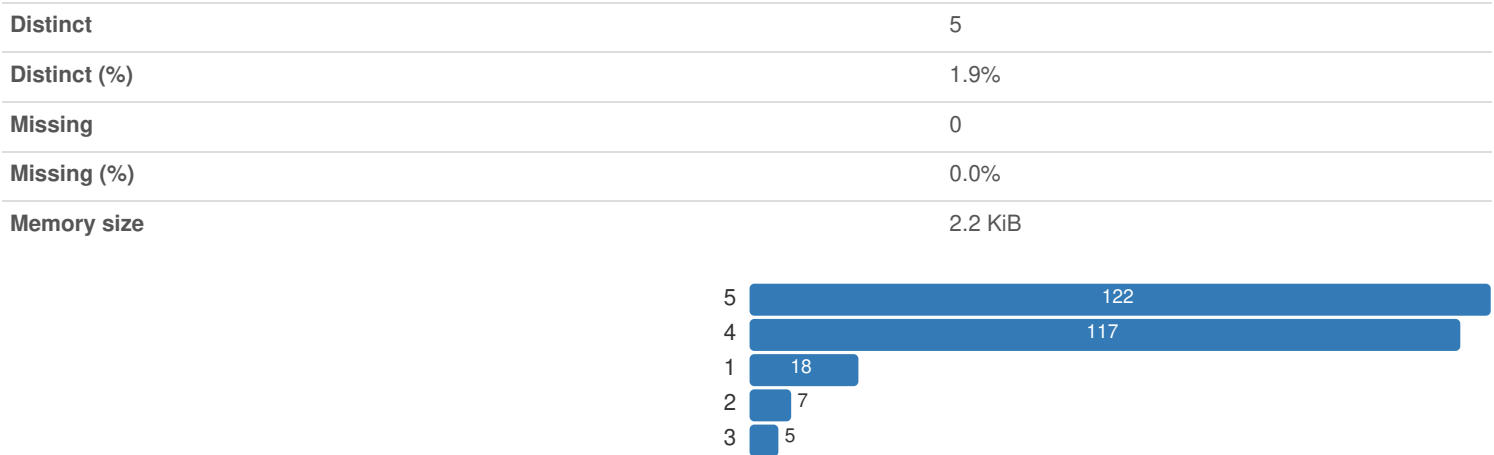


Toggle details

38 User satisfaction cannot exist without trust

Categorical

HIGH CORRELATION

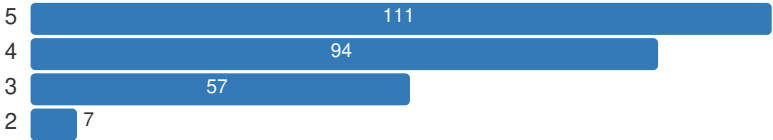


39 Offering a wide variety of listed product in several category

Categorical

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

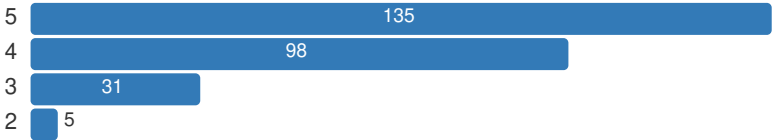


40 Provision of complete and relevant product information

Categorical

HIGH CORRELATION

Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

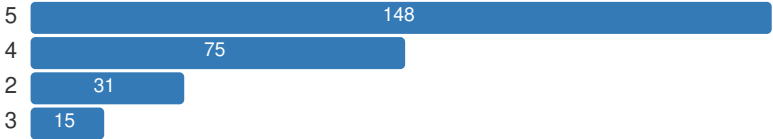


41 Monetary savings

Categorical

HIGH CORRELATION

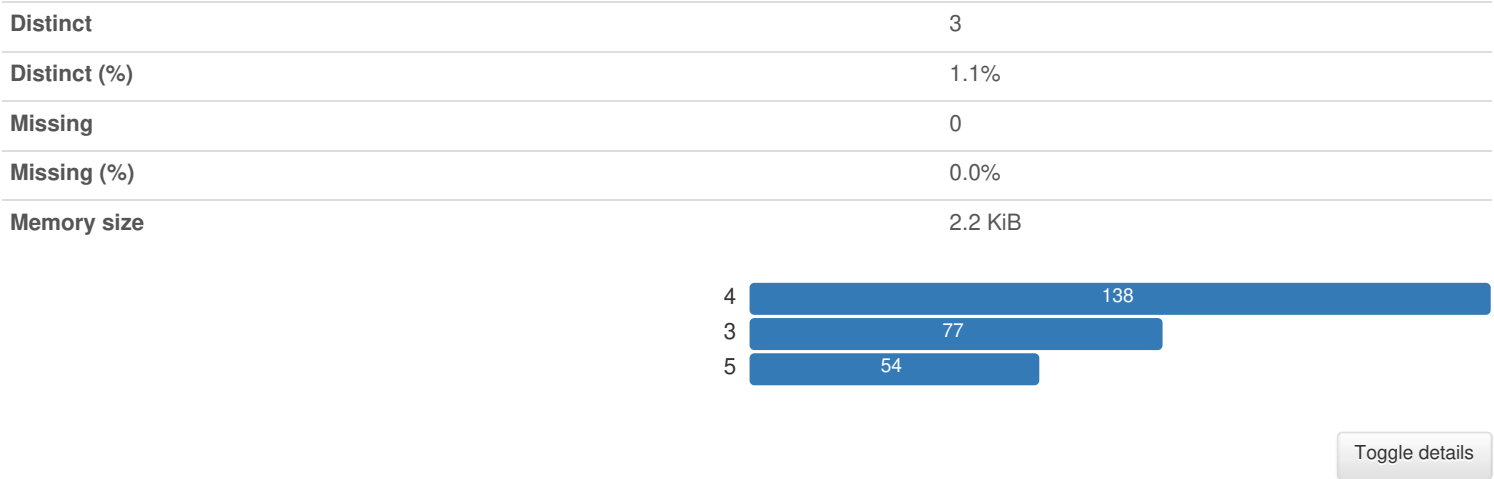
Distinct	4
Distinct (%)	1.5%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



42 The Convenience of patronizing the online retailer

Categorical

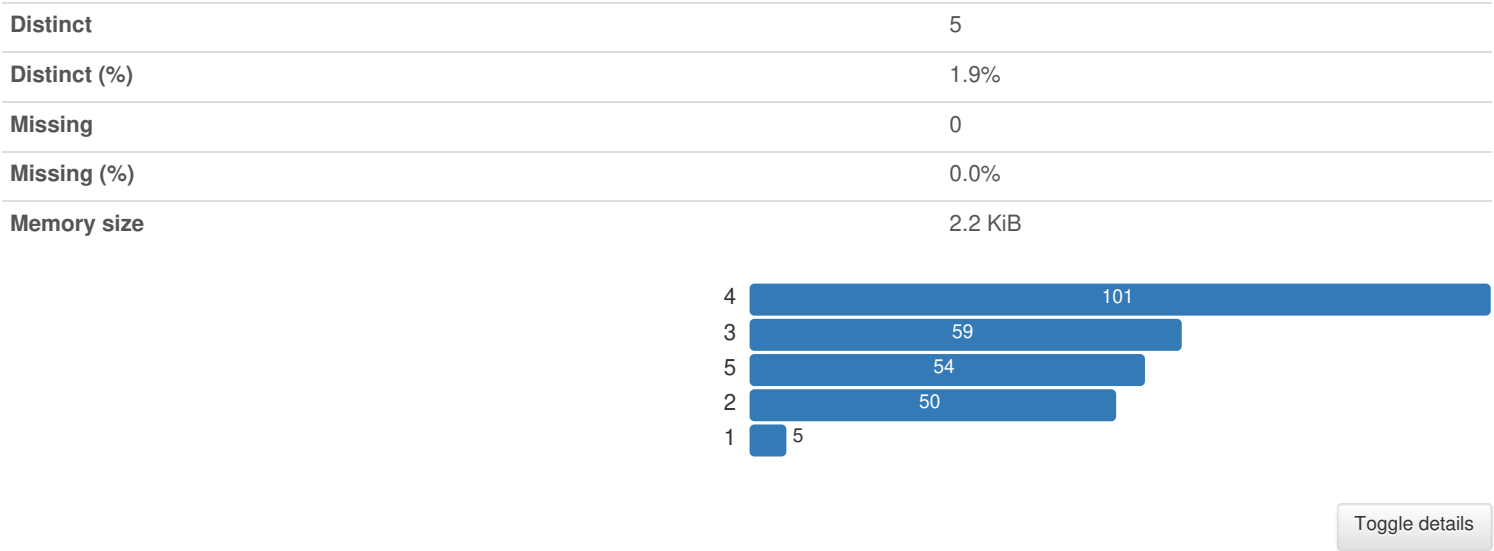
HIGH CORRELATION



43 Shopping on the website gives you the sense of adventure

Categorical

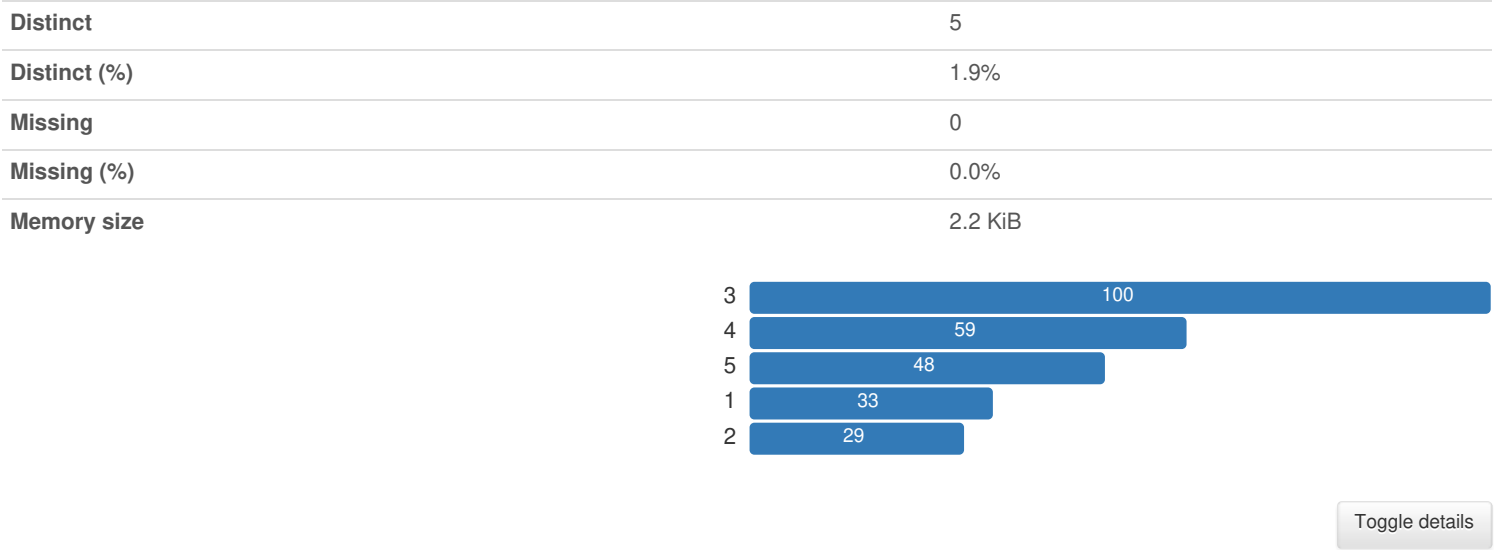
HIGH CORRELATION



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

Categorical

HIGH CORRELATION

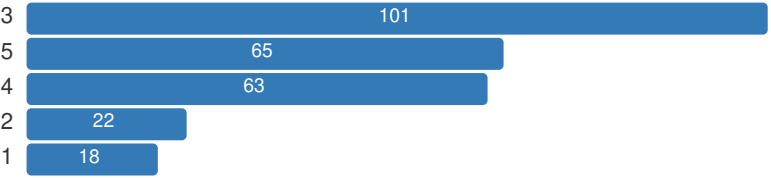


45 You feel gratification shopping on your favorite e-tailer

Categorical

HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



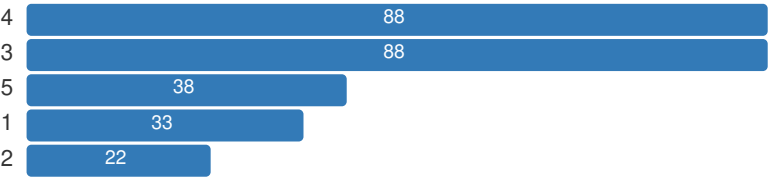
Toggle details

46 Shopping on the website helps you fulfill certain roles

Categorical

HIGH CORRELATION

Distinct	5
Distinct (%)	1.9%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



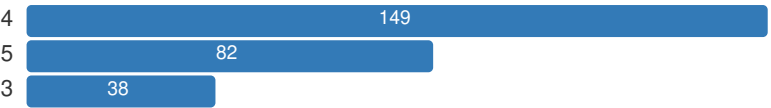
Toggle details

47 Getting value for money spent

Categorical

HIGH CORRELATION

Distinct	3
Distinct (%)	1.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



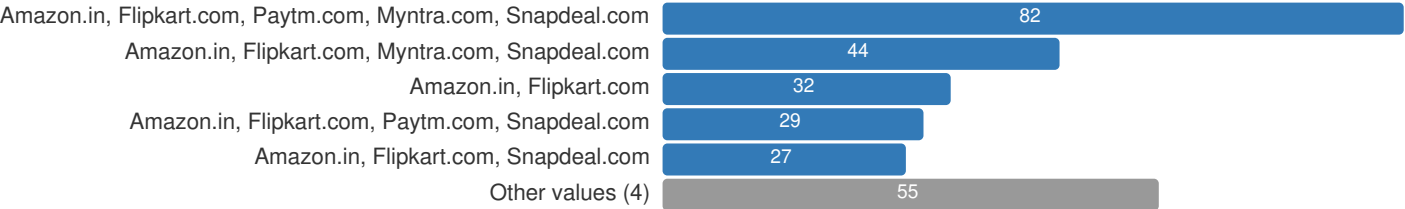
Toggle details

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

Categorical

HIGH CORRELATION

Distinct	9
Distinct (%)	3.3%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



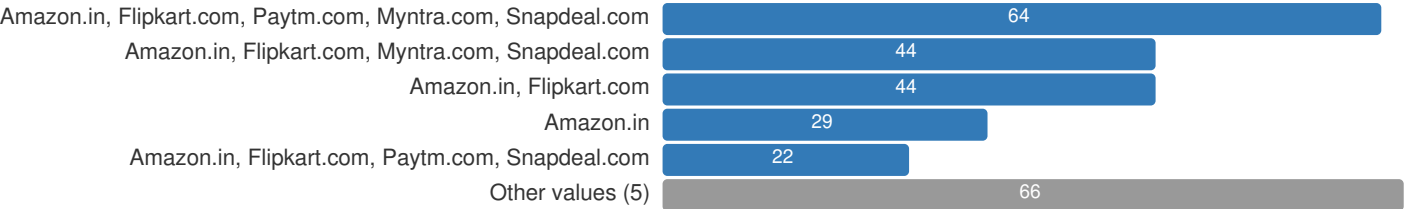
Toggle details

Easy to use website or application

Categorical

HIGH CORRELATION

Distinct	10
Distinct (%)	3.7%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



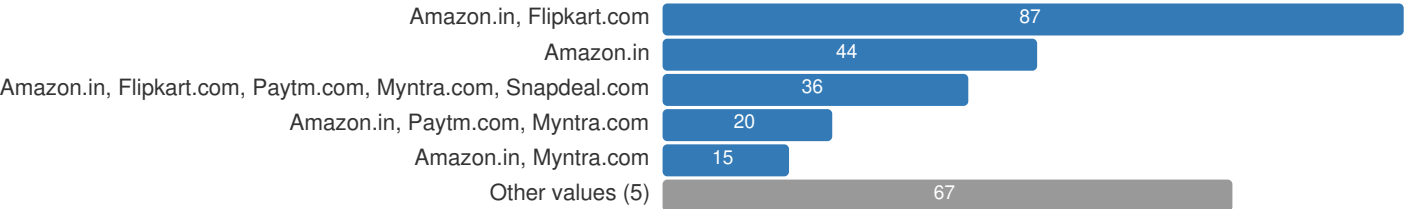
Toggle details

Visual appealing web-page layout

Categorical

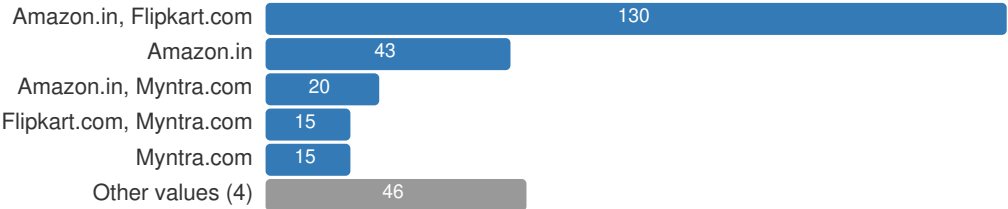
HIGH CORRELATION

Distinct	10
Distinct (%)	3.7%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Wild variety of product on offer

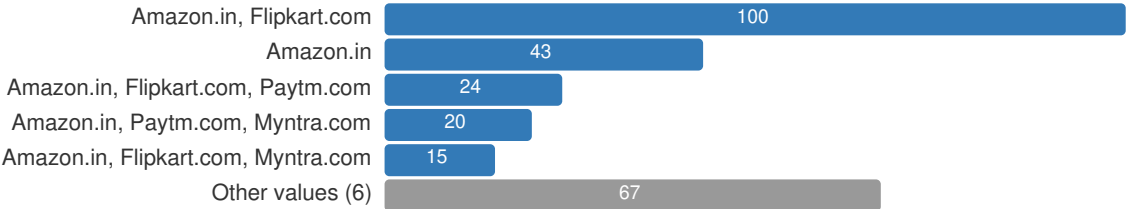
Categorical HIGH CORRELATION

Distinct	9
Distinct (%)	3.3%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB
	

[Toggle details](#)

Complete, relevant description information of products

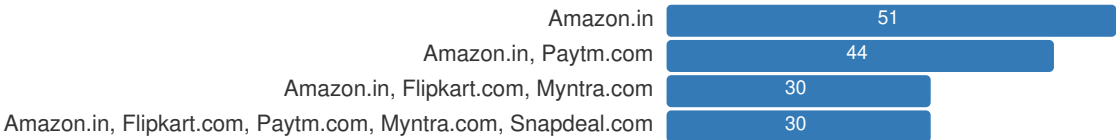
Categorical HIGH CORRELATION

Distinct	11
Distinct (%)	4.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB
	

[Toggle details](#)

Fast loading website speed of website and application

Categorical HIGH CORRELATION

Distinct	10
Distinct (%)	3.7%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB
	

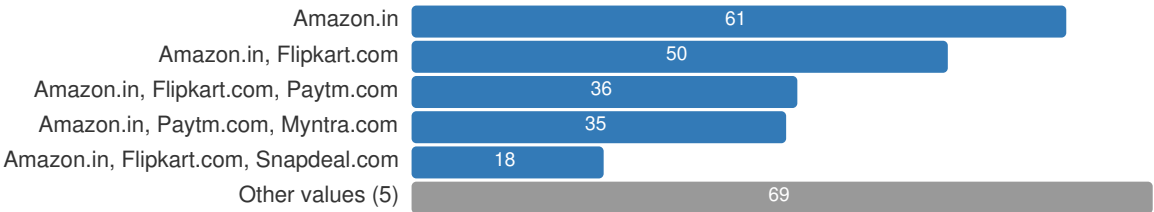


Toggle details

Reliability of the website or application

Categorical HIGH CORRELATION

Distinct	10
Distinct (%)	3.7%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

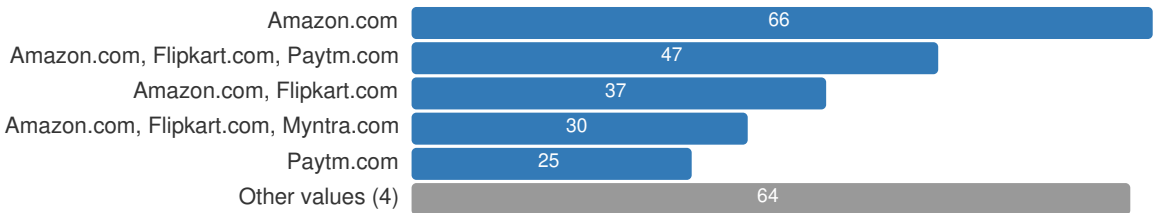


Toggle details

Quickness to complete purchase

Categorical HIGH CORRELATION

Distinct	9
Distinct (%)	3.3%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



Toggle details

Availability of several payment options

Categorical HIGH CORRELATION

Distinct	11
Distinct (%)	4.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

Amazon.in, Flipkart.com

65

Amazon.in, Flipkart.com, Myntra.com

40

Amazon.in, Flipkart.com, Patym.com, Myntra.com, Snapdeal.com

39

Amazon.in

23

Patym.com, Myntra.com

20

Other values (6)

82

Toggle details

Speedy order delivery

Categorical

HIGH CORRELATION

Distinct	6
Distinct (%)	2.2%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

Amazon.in

107

Amazon.in, Flipkart.com

82

Amazon.in, Flipkart.com, Snapdeal.com

36

Amazon.in, Flipkart.com, Myntra.com

15

Flipkart.com

15

Toggle details

Privacy of customers? information

Categorical

HIGH CORRELATION

Distinct	11
Distinct (%)	4.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

Amazon.in

71

Amazon.in, Flipkart.com

54

Amazon.in, Flipkart.com, Myntra.com

25

Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com

24

Paytm.com

18

Other values (6)

77

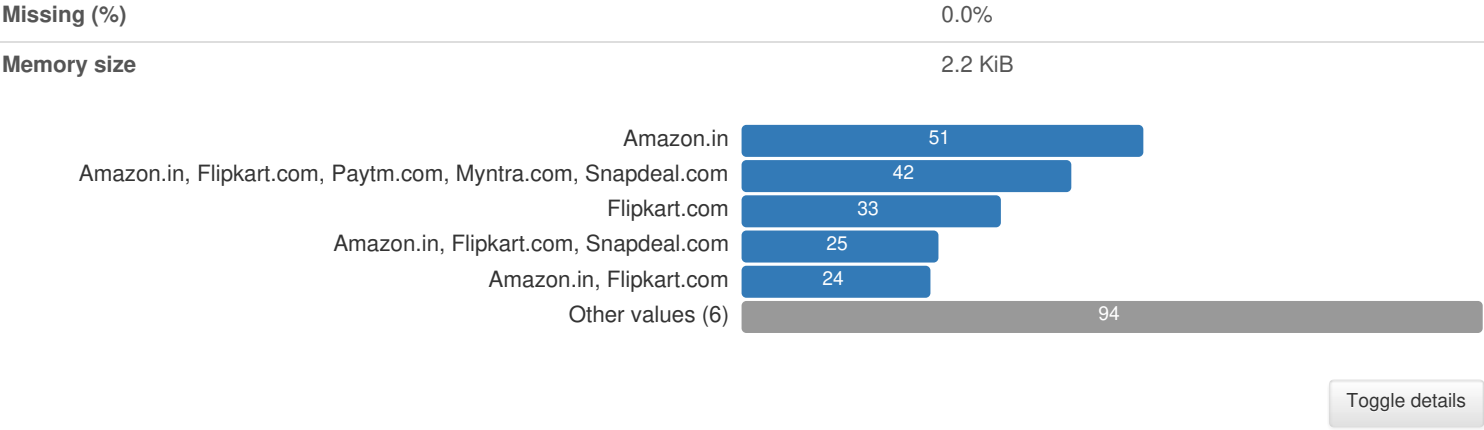
Toggle details

Security of customer financial information

Categorical

HIGH CORRELATION

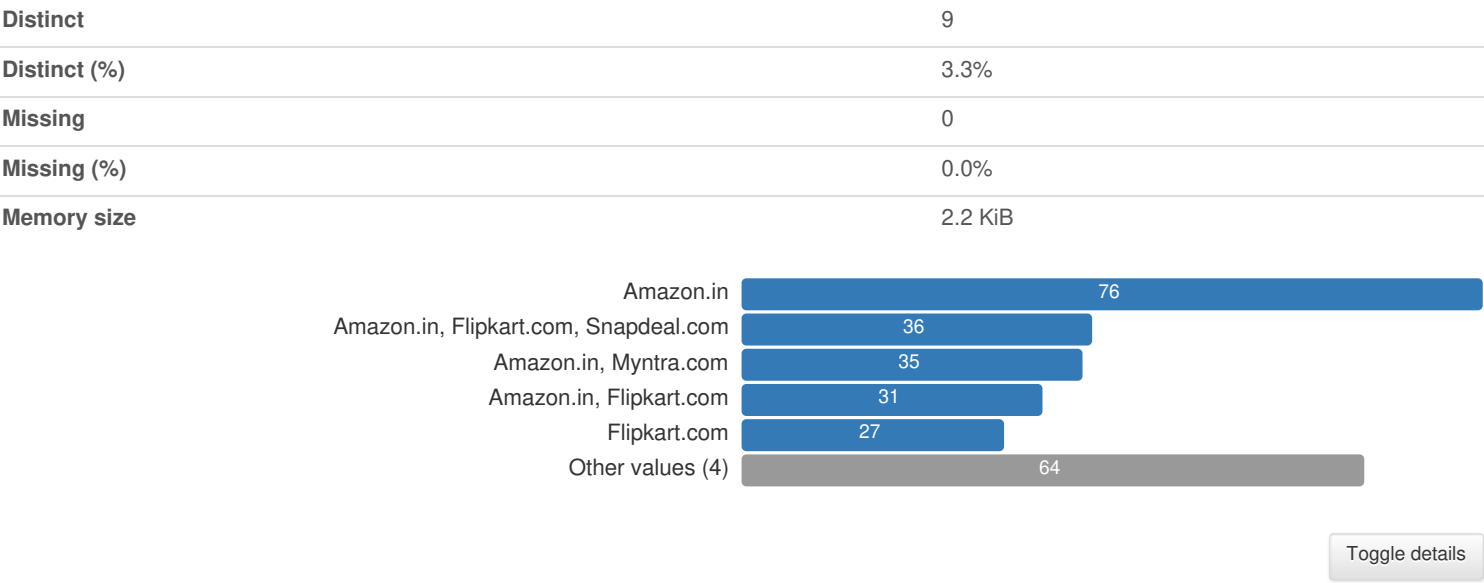
Distinct	11
Distinct (%)	4.1%
Missing	0



Perceived Trustworthiness

Categorical

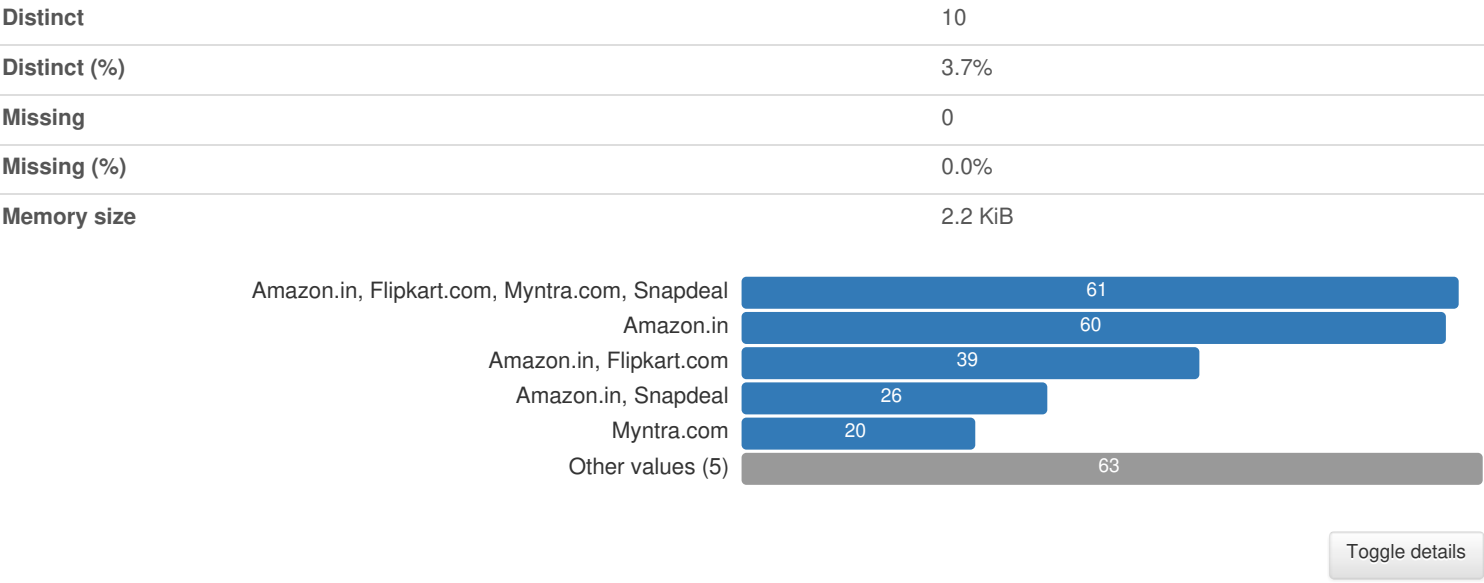
HIGH CORRELATION



Presence of online assistance through multi-channel

Categorical

HIGH CORRELATION

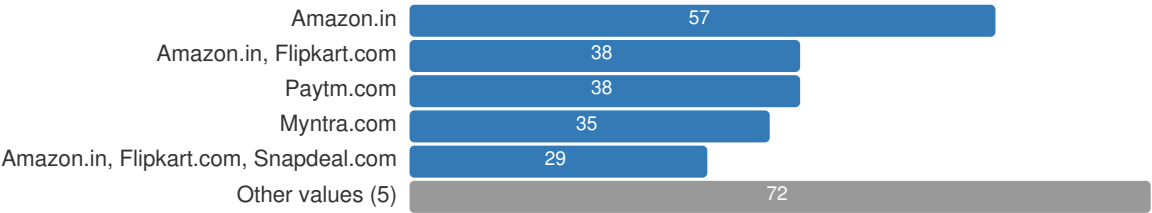


Longer time to get logged in (promotion, sales period)

Categorical

HIGH CORRELATION

Distinct	10
Distinct (%)	3.7%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



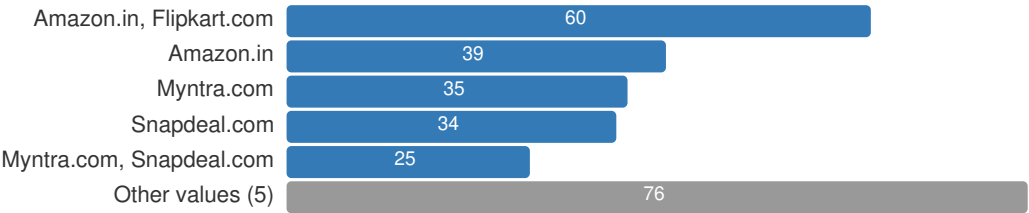
Toggle details

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

Categorical

HIGH CORRELATION

Distinct	10
Distinct (%)	3.7%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



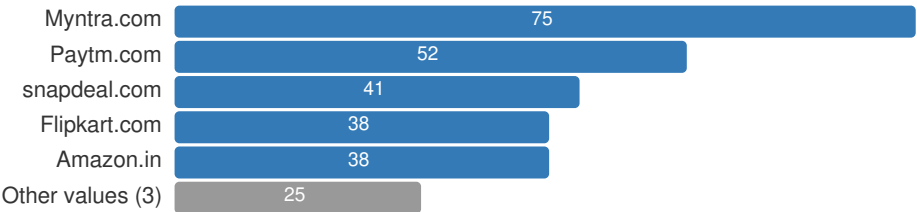
Toggle details

Late declaration of price (promotion, sales period)

Categorical

HIGH CORRELATION

Distinct	8
Distinct (%)	3.0%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



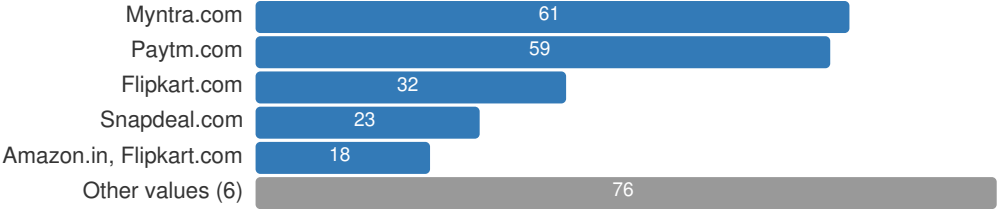
Toggle details

Longer page loading time (promotion, sales period)

Categorical

HIGH CORRELATION

Distinct	11
Distinct (%)	4.1%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



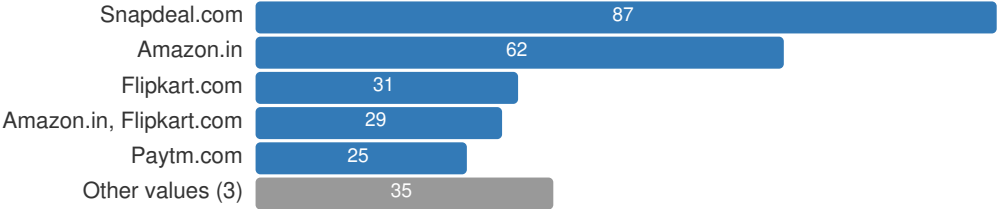
Toggle details

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

Categorical

HIGH CORRELATION

Distinct	8
Distinct (%)	3.0%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



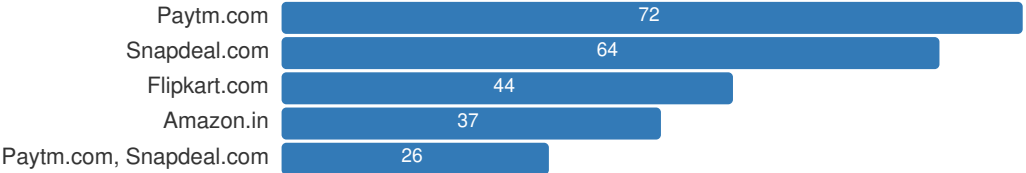
Toggle details

Longer delivery period

Categorical

HIGH CORRELATION

Distinct	6
Distinct (%)	2.2%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



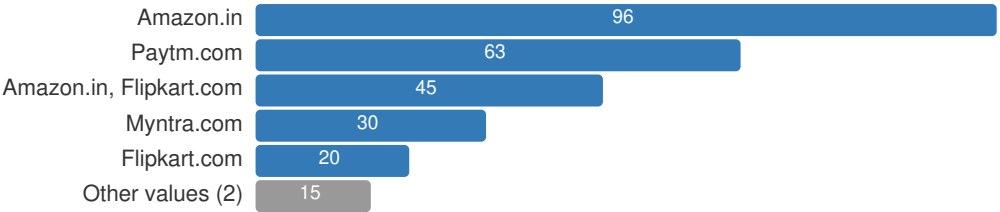
Toggle details

Change in website/Application design

Categorical

HIGH CORRELATION

Distinct	7
Distinct (%)	2.6%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



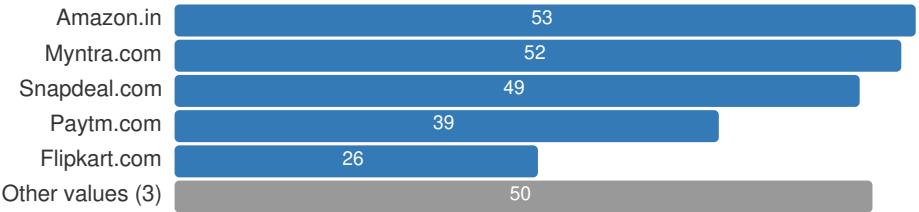
Toggle details

Frequent disruption when moving from one page to another

Categorical

HIGH CORRELATION

Distinct	8
Distinct (%)	3.0%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB



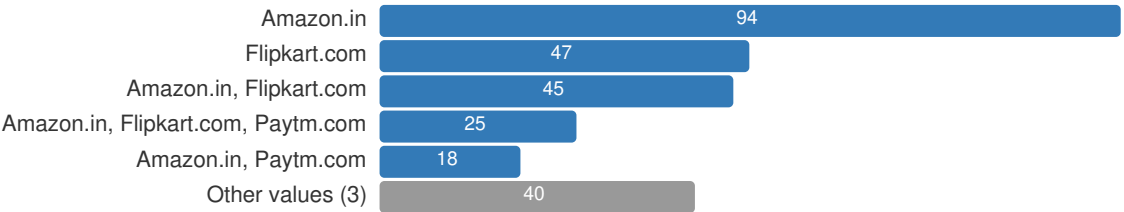
Toggle details

Website is as efficient as before

Categorical

HIGH CORRELATION

Distinct	8
Distinct (%)	3.0%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

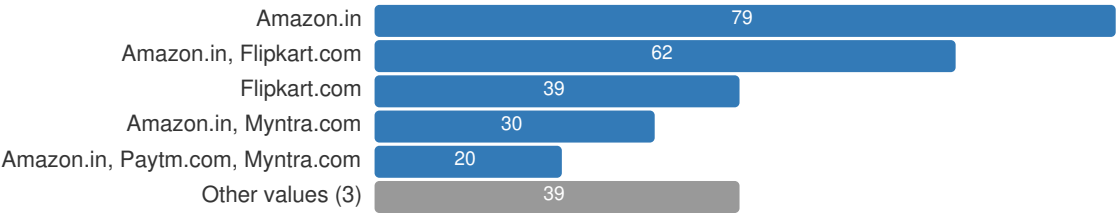


Which of the Indian online retailer would you recommend to a friend?

Categorical

HIGH CORRELATION

Distinct	8
Distinct (%)	3.0%
Missing	0
Missing (%)	0.0%
Memory size	2.2 KiB

[Toggle details](#)

Interactions

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

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

Correlations

Auto Spearman's ρ Pearson's r Kendall's τ Cramér's V (ϕ_c) Phik (ϕ_k)

[Toggle correlation descriptions](#)

Auto

The auto setting is an easily interpretable pairwise column metric of the following mapping: vartype-vartype : method, categorical-categorical : Cramer's V, numerical-categorical : Cramer's V (using a discretized numerical column), numerical-numerical : Spearman's ρ . This configuration uses the best suitable for each pair of columns.

Missing values

Matrix

Sample

First rows

	1 Gender 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?
0	0	3	Delhi	110009
1	1	2	Delhi	110030
2	1	2	Greater Noida	201308
3	0	2	Karnal	132001
4	1	2	Bangalore	530068
5	1	3	Noida	201308
6	0	4	Delhi	110011
7	0	4	Delhi	110018
8	1	1	Solan	173229
9	1	3	Delhi	110039



Last rows

	1 Gender 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?
259	1	3	Greater Noida	201310
260	1	3	Noida	201308
261	1	2	Greater Noida	201308
262	1	2	Bangalore	560037
263	0	4	Delhi	110018
264	1	2	Solan	173212
265	1	3	Ghaziabad	201008
266	1	4	Bangalore	560010
267	1	1	Solan	173229
268	1	4	Ghaziabad	201009



Duplicate rows

Most frequently occurring

	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 onl
22	1	1	Solan	173229
5	0	2	Karnal	132001
30	1	2	Greater Noida	201308
43	1	3	Greater Noida	201310
57	1	4	Noida	201308
60	1	5	Gurgaon	122018
10	0	3	Moradabad	244001
15	0	4	Delhi	110011
16	0	4	Delhi	110018
35	1	2	Solan	173212

