

# Customer-Retention Report

## ANALYSIS PART

### FINDINGS OF CUSTOMER-RETENTION FACTORS

#### FIRST PART

In e-commerce dataset main focus to which e-retail factors impact positive or negative over (repeat purchase ) of customers.

- . 30 to 45 percent of customer who strongly-agree, agree with ( Shopping helps you fulfill certain roles, feel gratification shopping on your favorite e-retailer, e-retailer enhances your social status, Shopping gives you the sense of adventure ) all these types of customer-retention's factors
- . 35 to 48 percent parts of customers who satisfy with these factors and apart from other customers doesn't consider those factors during online shopping
- . above 80 percent of customer those satisfaction types have equally distributed in some customer-retention factors as ( gratification , enjoyment-purpose, enhance social status, adventure)
- . These are customer-retention factors which have the same value in their maximum rows and these factors are match each other more
- . All these factors can be kept in a group in which the customer feels during online shopping related to social-status, some enjoyment, adventurous, gratification
- . The customer during online shopping who 'strongly-agree', 'agree' with such types of factors which related to (fulfill certain roles , social-status, gratification, adventures , enjoyment purpose) then he less care about 'Monetary-saving', 'convenience' types of customer-retention factors
- . some customer who disagree with enjoyment-purpose shopping then he agree with 'online shopping is convenient& flexible '

## SECOND PART

- . Above 80 percent part of customer who (strongly-agree, agree) with (' Monetary-savings', 'convenience & flexible', 'display-quality-information' & 'benefits & discount') these types of factors of Customer-Retention
- . These types of customer whose repeat purchase are maximum times (less than 10 times, 31-40 times & above 41 times )
- . Above 90 percent of customer who strongly-satisfied with 'return & replace policy'
- . the customer who strongly-agree or agree with 'convenience type or product information types factors' those also (strongly- agree or agree) with 'monetary saving & benefits types factors'
- . In maximum rows (strongly-agree, agree, indifferent type of variables) is uniformly distributed in maximum factors of customer-retention
- . ( 'Monetary savings' , 'online shopping gives monetary benefit and discounts' , 'Shopping online is convenient and flexible', relevant information on listed products must be stated clearly , 'content on the website must be easy to read and understand' ) all these customer-retention factors are very similar with each other because maximum variables of Attributes of the customer-retention are equally distributed in all these Attributes
- . The customer who satisfy with 'monetary savings' Attributes of customer-retention then those also satisfy with 'monetary benefit and discounts' & 'Shopping online is convenient and flexible'

## CONCLUSION PART

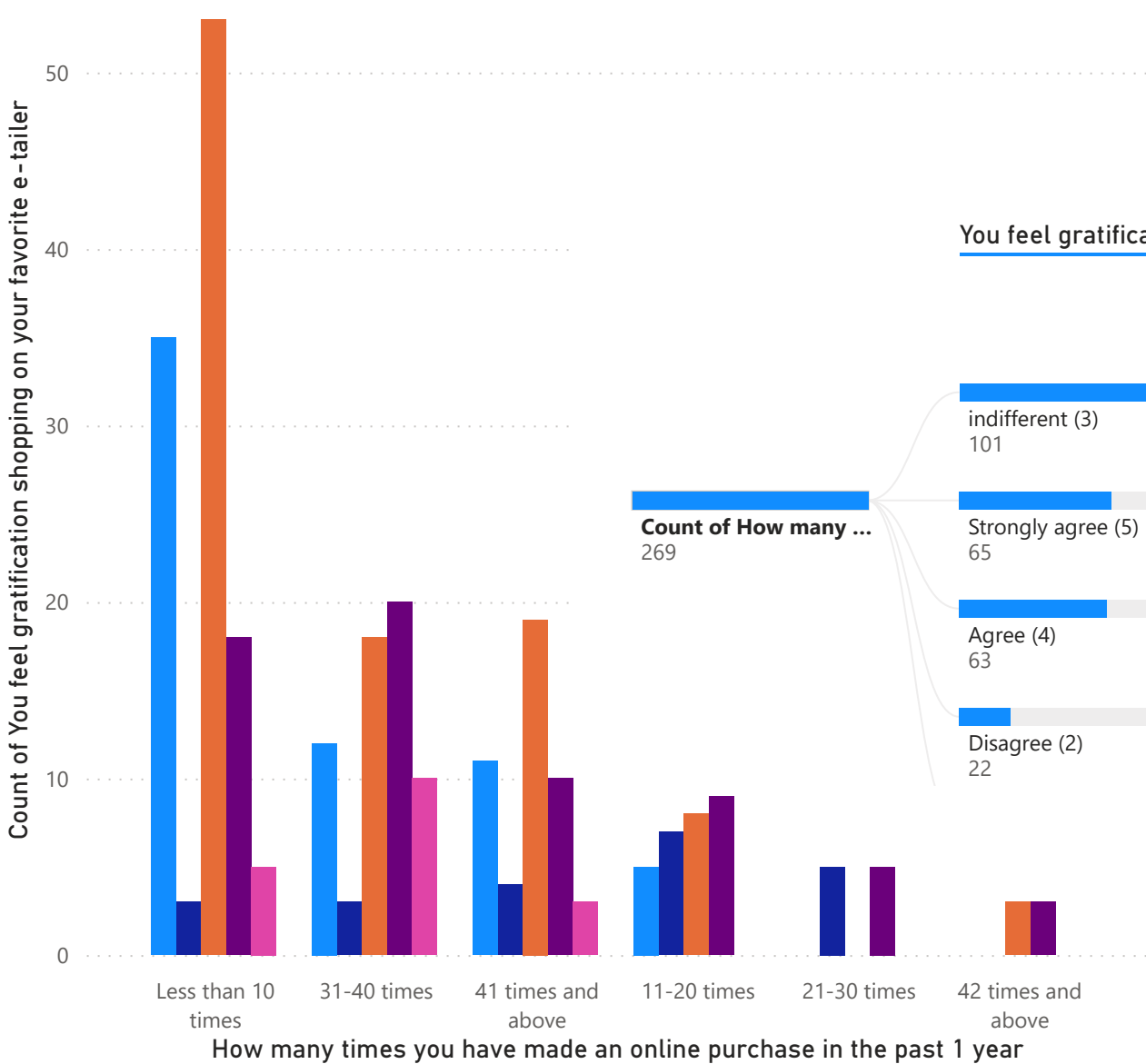
- . The customer who related to this types of customer-retention as ('enjoyment' , 'convenience' , 'enhance social status' , 'monetary saving & benefits discount', 'gratification' , 'return and replacement policy' , 'satisfaction fulfillment of certain roles' ) in online shopping and one who strongly-agreed with these types of e-retailer factor so they are maximum times (repeat purchase)

- . Many types thinking and understanding customers make purchase at e-retailer and we have to understand them in every way because the more we understand the customer, the better it will be for us , only then we can give them better service or goods
- . Some customer purchase online because they enjoy it and some are shopping online because they think to save money in e-retailer shopping , similarly different type of customers by online for their different purpose
- . If the e-retailer pays attention to the purpose for which the customer buys , then he may buy more. I saw this things by plotting countplot , shown above
- . Keeping in mind the purchase of the customer , the e-retailer divided them different factors , so i saw that the one who is more satisfied with factor buys more
- . Looking at the purpose of the customer-retention , they can be mainly divided into three parts
  - first type of customer who make online shopping because he feel adventure, feel gratification, looking at social status, feel enjoyment, this type of thinking customer is a same category
  - second type of customers during online shopping thinking some save money or thinking about his convenience because money matters to such a customer
  - some customers indifferent type or neutral because during online shopping he doesn't think about saving money, feel enjoyment, or own convenience
- . It is very difficult task for the e-retailer to satisfied maximum customer according to the customer-retention factors
- . The e-retailer should pay attention to the factors in which customer who buys more is associated



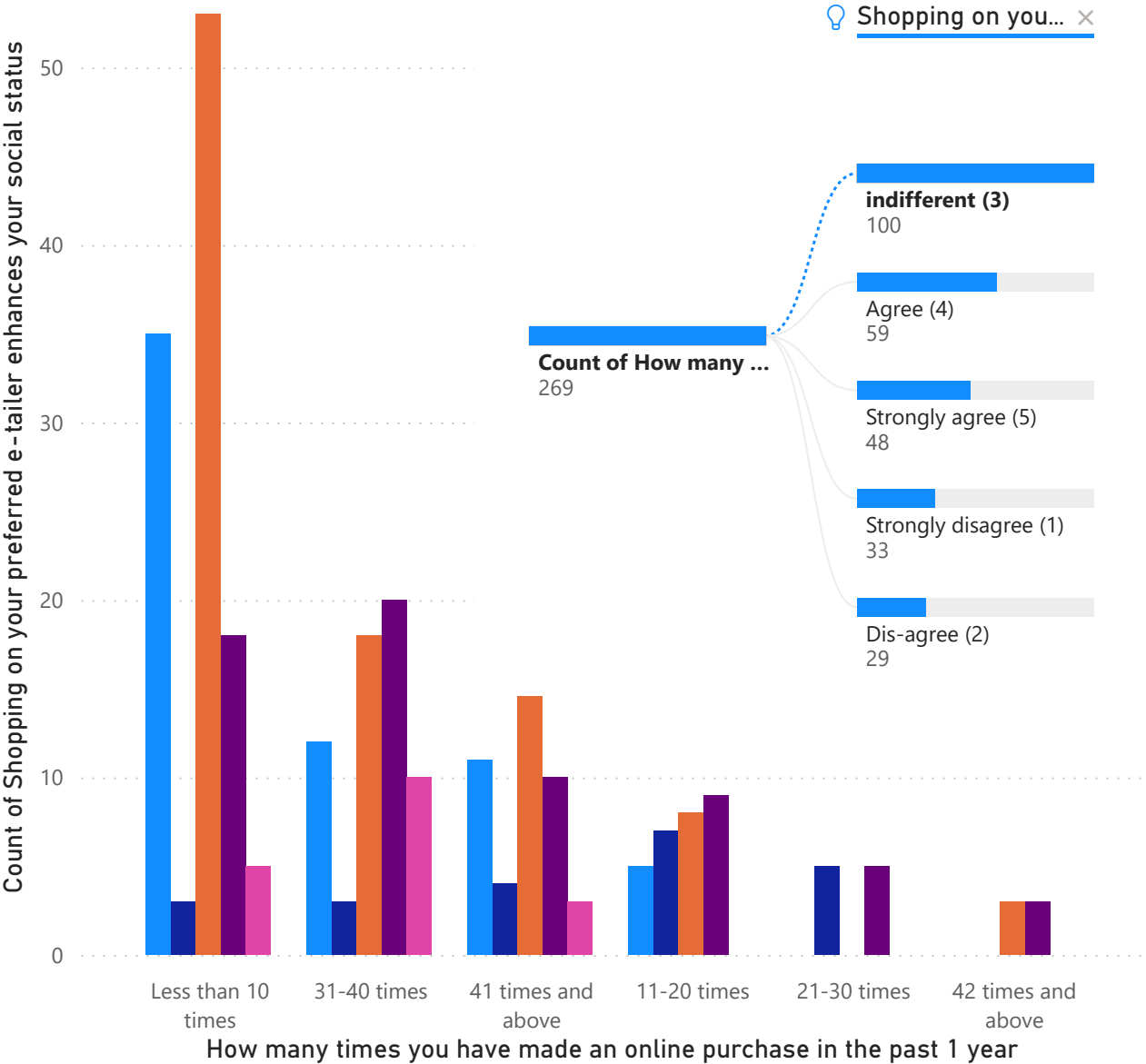
Count of You feel gratification shopping on your favorite e-tailer by How many times you have made an online purchase in the past 1 year and You feel gratification shopping on your favorite e-tailer

You feel gratification sho... Agree (4) Disagree (2) indifferent (3) Strongly agre... Strongly di...

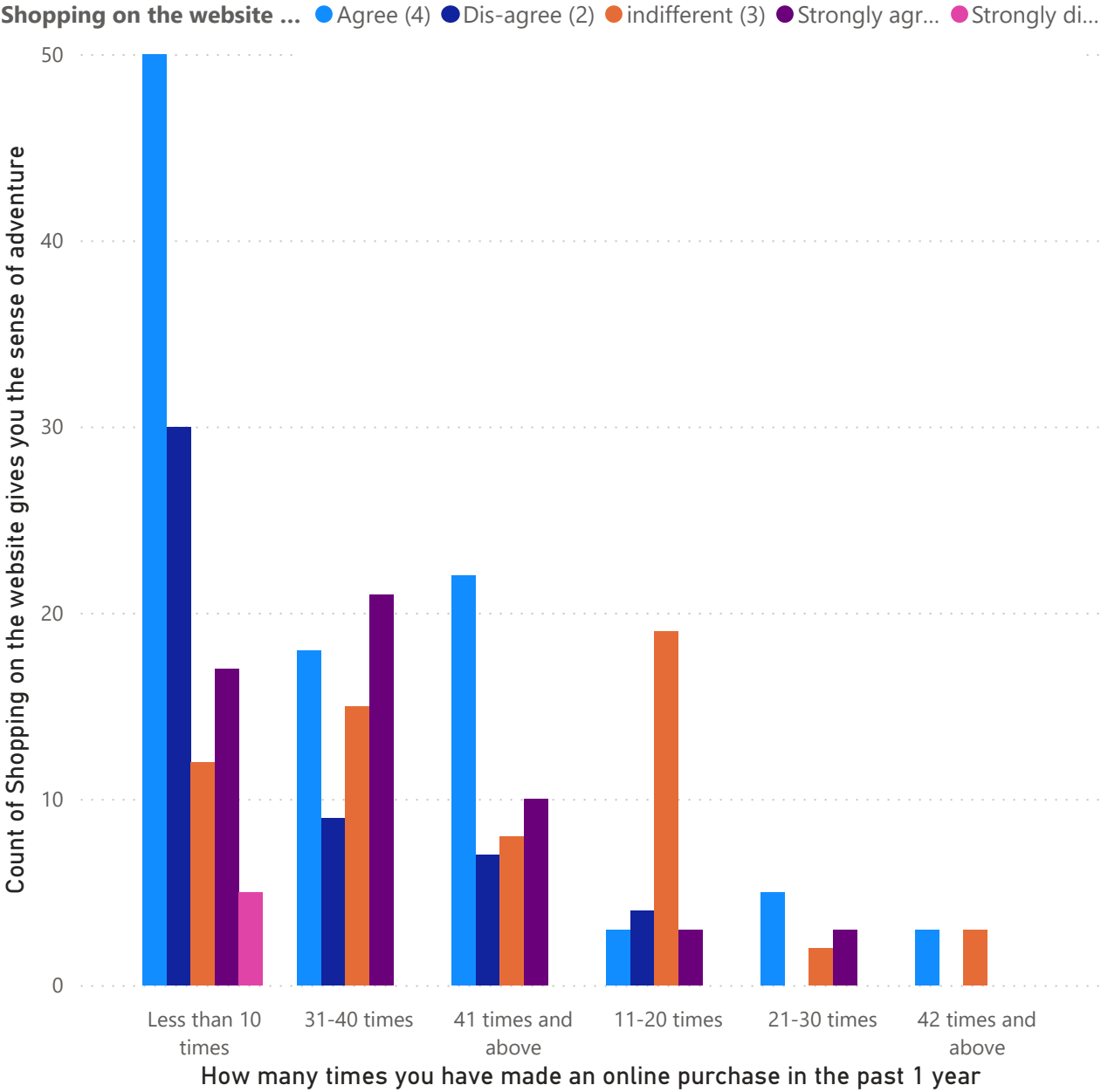


Count of Shopping on your preferred e-tailer enhances your social status by How many times you have made an online purchase in the past 1 year and You feel gratification shopping on your favorite e-tailer

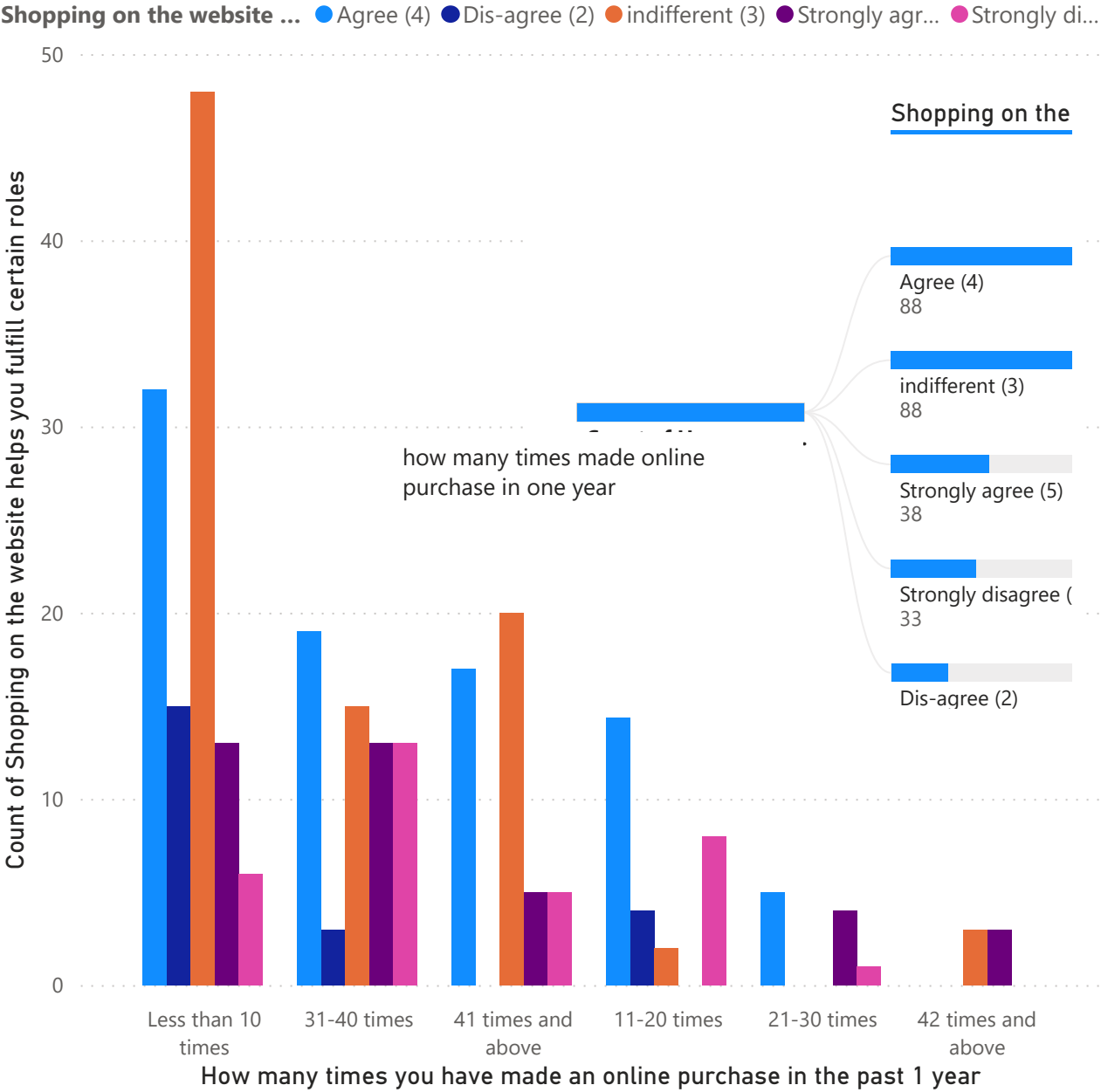
You feel gratification sho... Agree (4) Disagree (2) indifferent (3) Strongly agre... Strongly di...



Count of Shopping on the website gives you the sense of adventure by How many times you have made an online purchase in the past 1 year and Shopping on the website gives you the sense of adventure

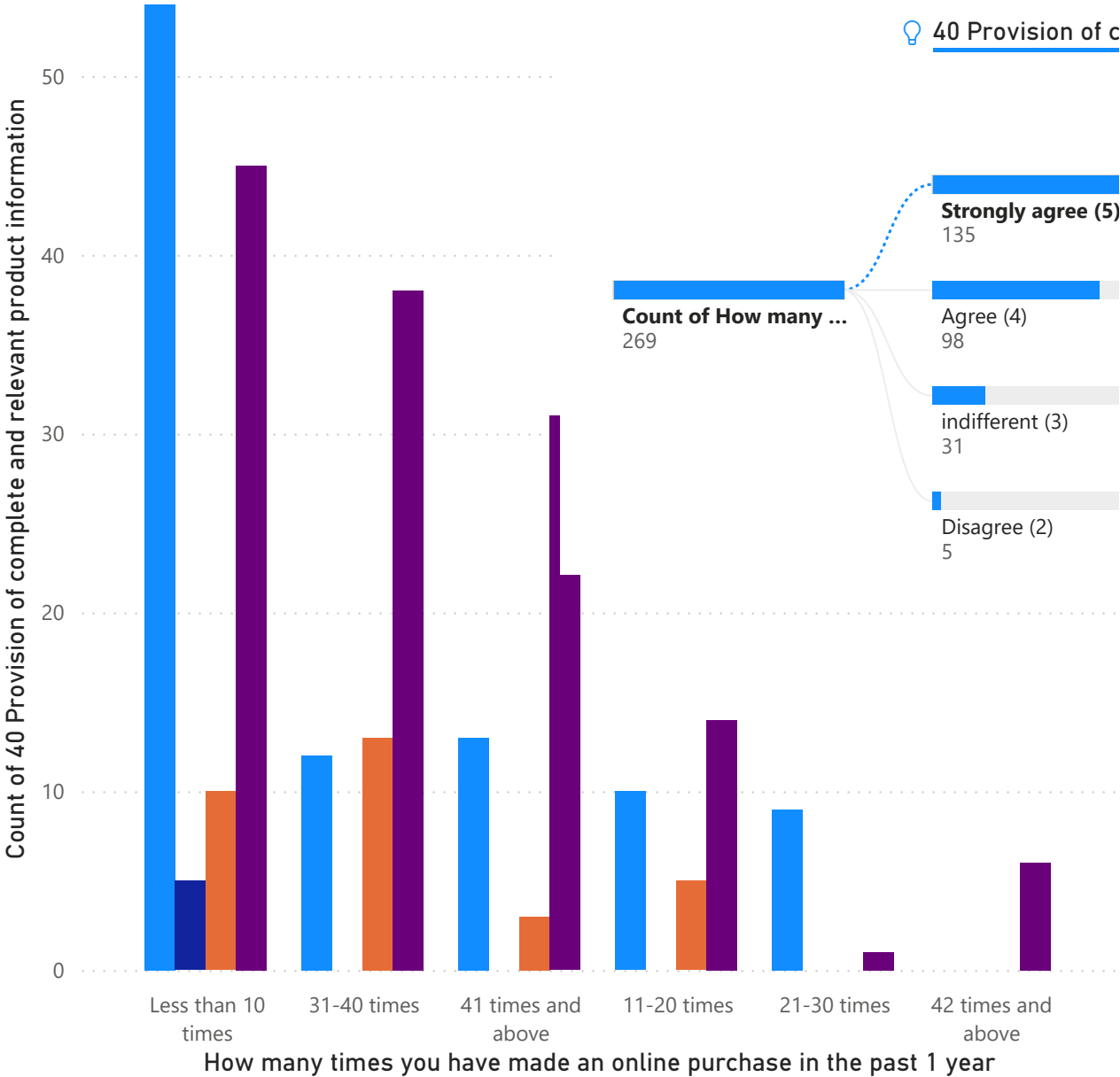


Count of Shopping on the website helps you fulfill certain roles by How many times you have made an online purchase in the past 1 year and Shopping on the website helps you fulfill certain roles



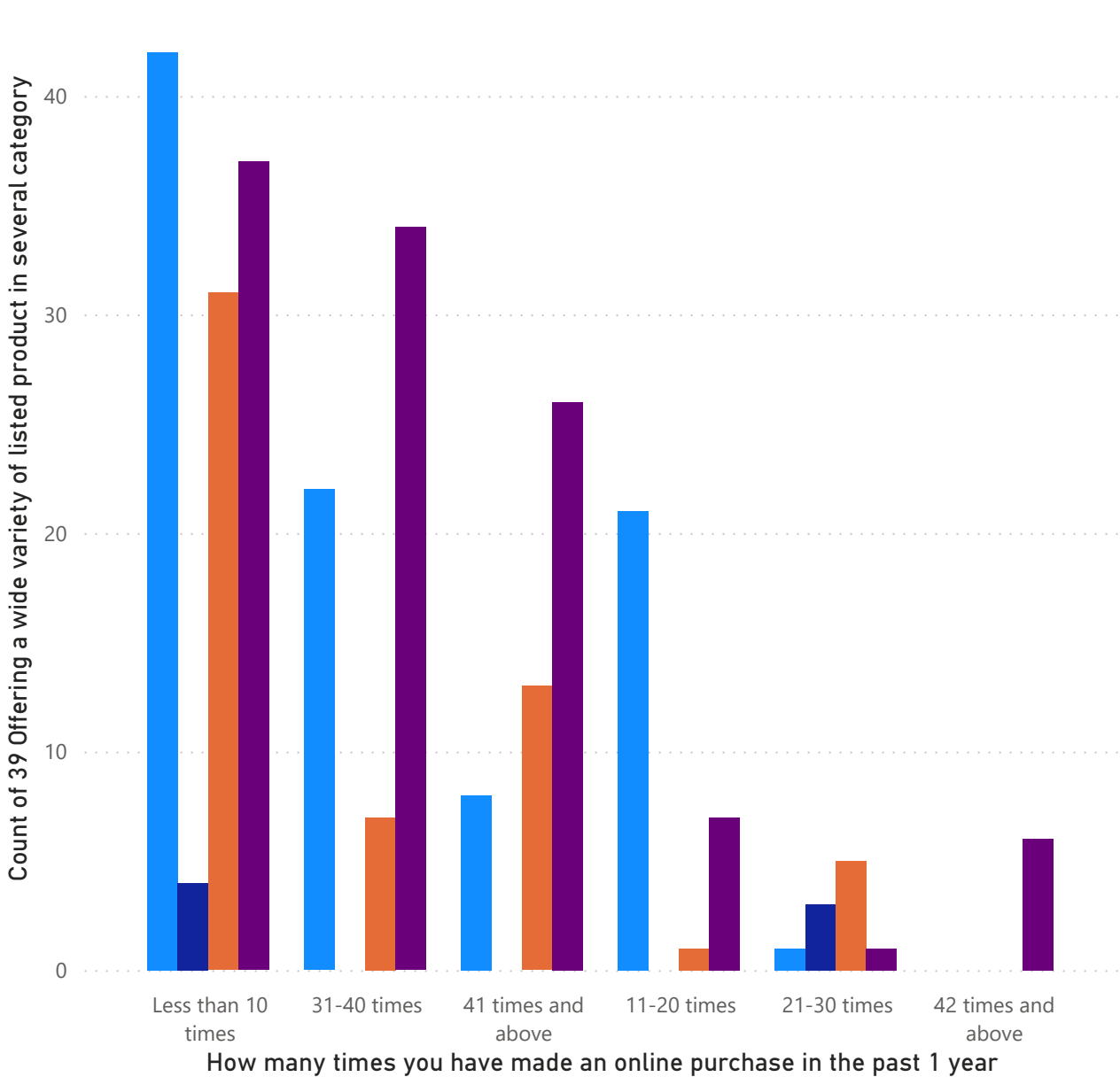
Count of 40 Provision of complete and relevant product information by How many times you have made an online purchase in the past 1 year and 40 Provision of complete and relevant product information

40 Provision of complete ... Agree (4) Disagree (2) indifferent (3) Strongly agree (5)



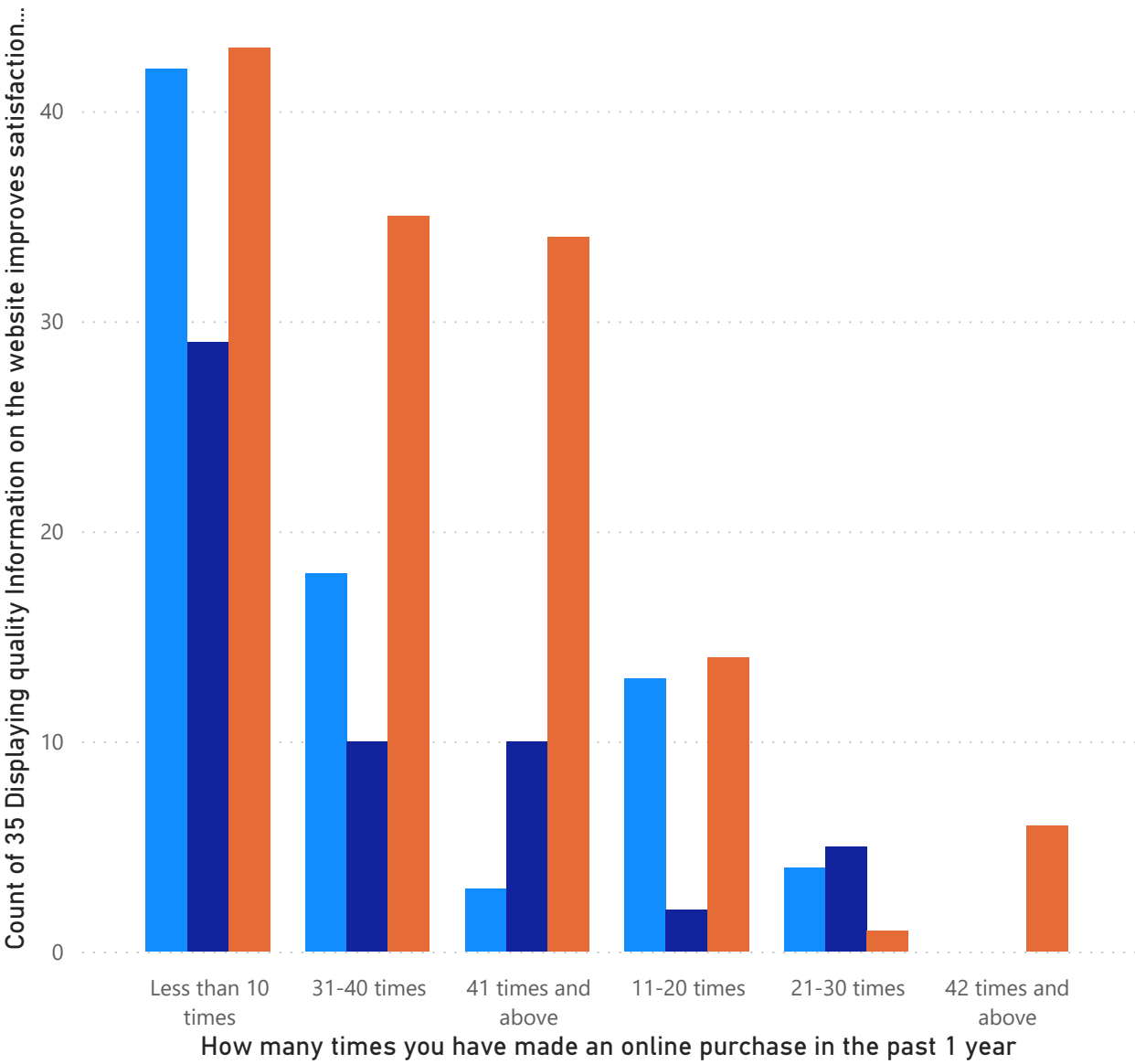
Count of 39 Offering a wide variety of listed product in several category by How many times you have made an online purchase in the past 1 year and 39 Offering a wide variety of listed product in several category

39 Offering a wide variety... Agree (4) Dis-agree (2) indifferent (3) Strongly agree (5)



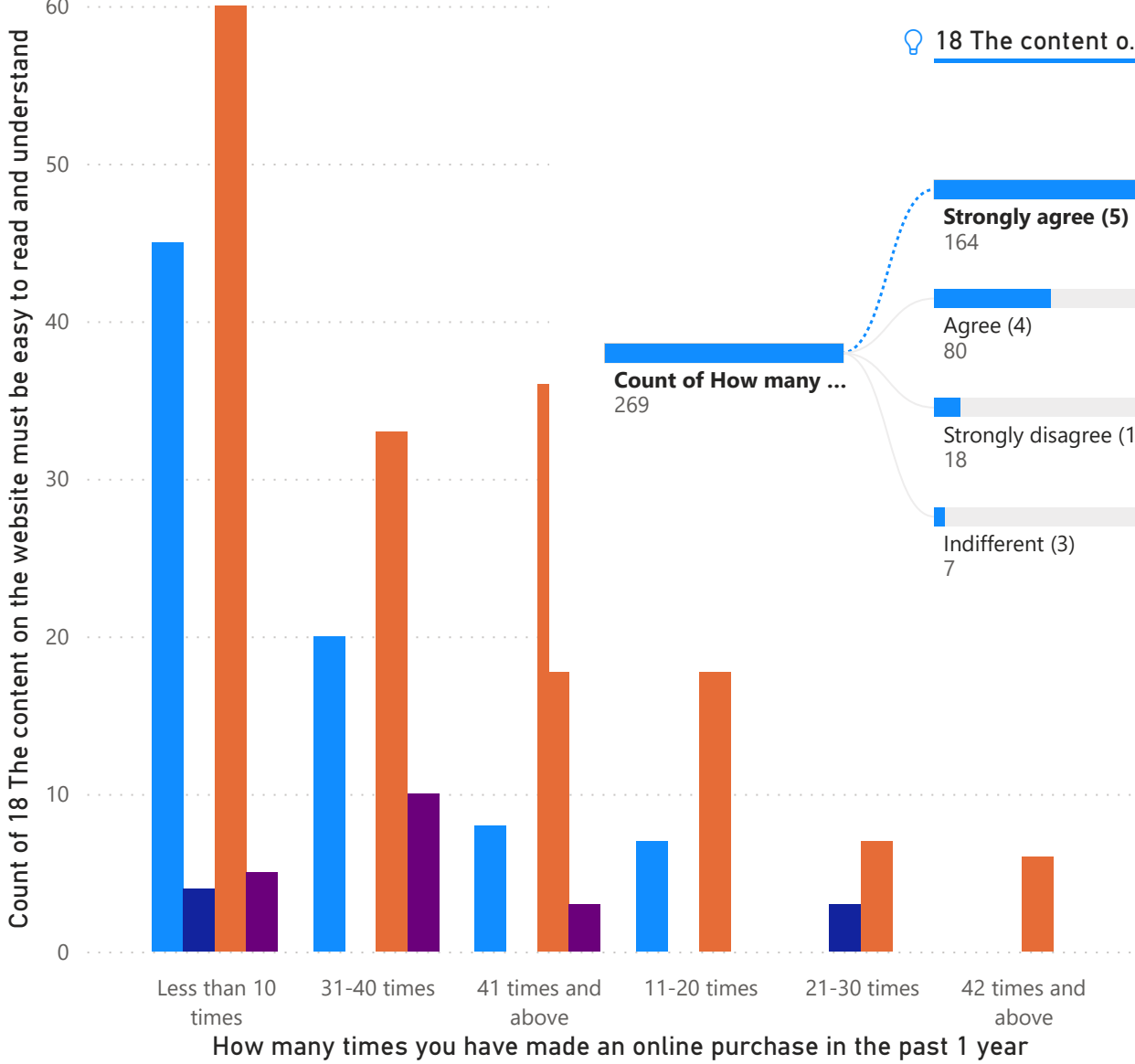
Count of 35 Displaying quality Information on the website improves satisfaction of customers by How many times you have made an online purchase in the past 1 year and 35 Displaying quality Information on the website improves satisfaction o...

35 Displaying quality Inf... Agree (4) Indifferent (3) Strongly agree (5)



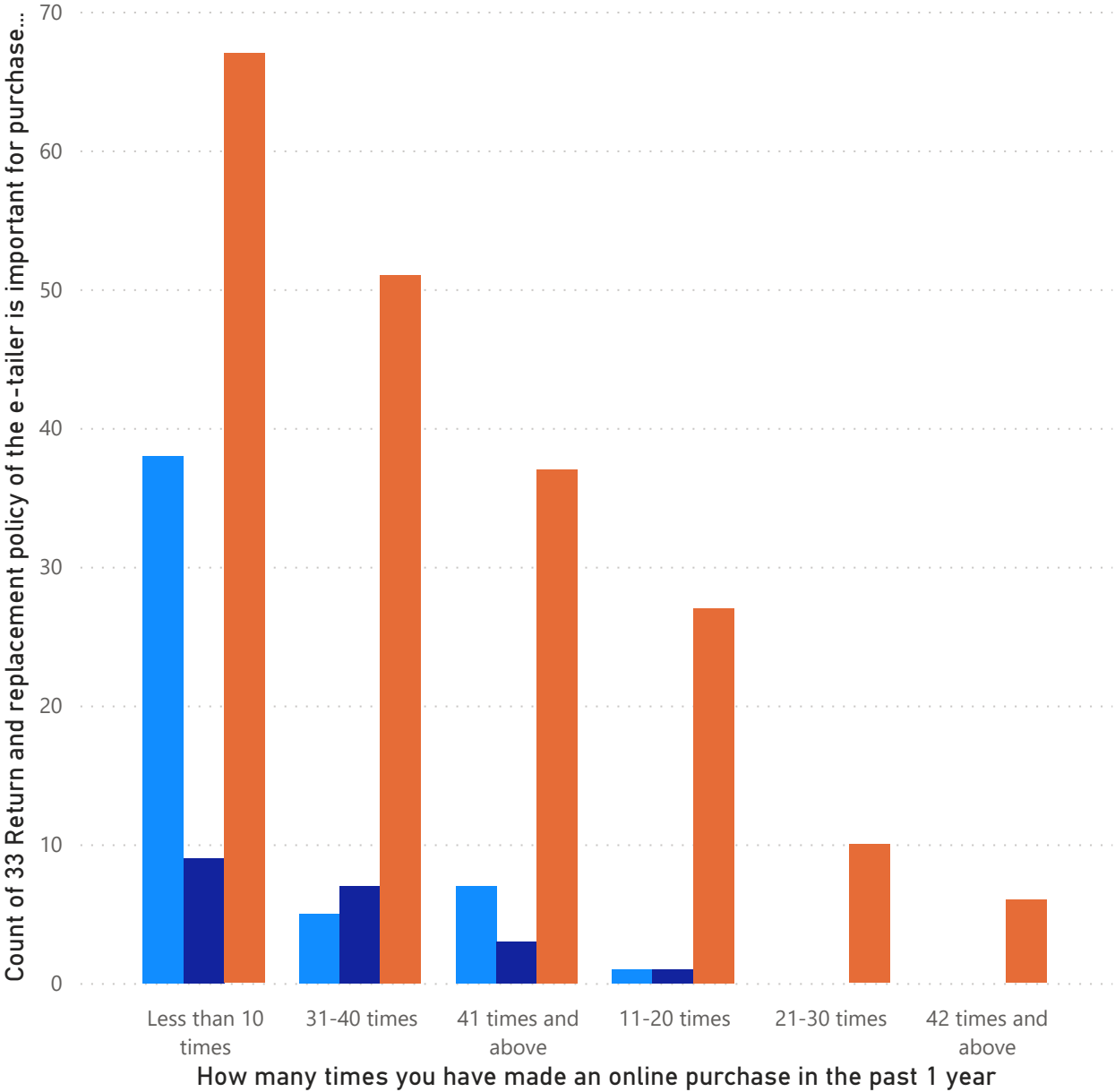
Count of 18 The content on the website must be easy to read and understand by How many times you have made an online purchase in the past 1 year and 18 The content on the website must be easy to read and understand

18 The content on the we... Agree (4) Indifferent (3) Strongly agree (5) Strongly disagree (1)



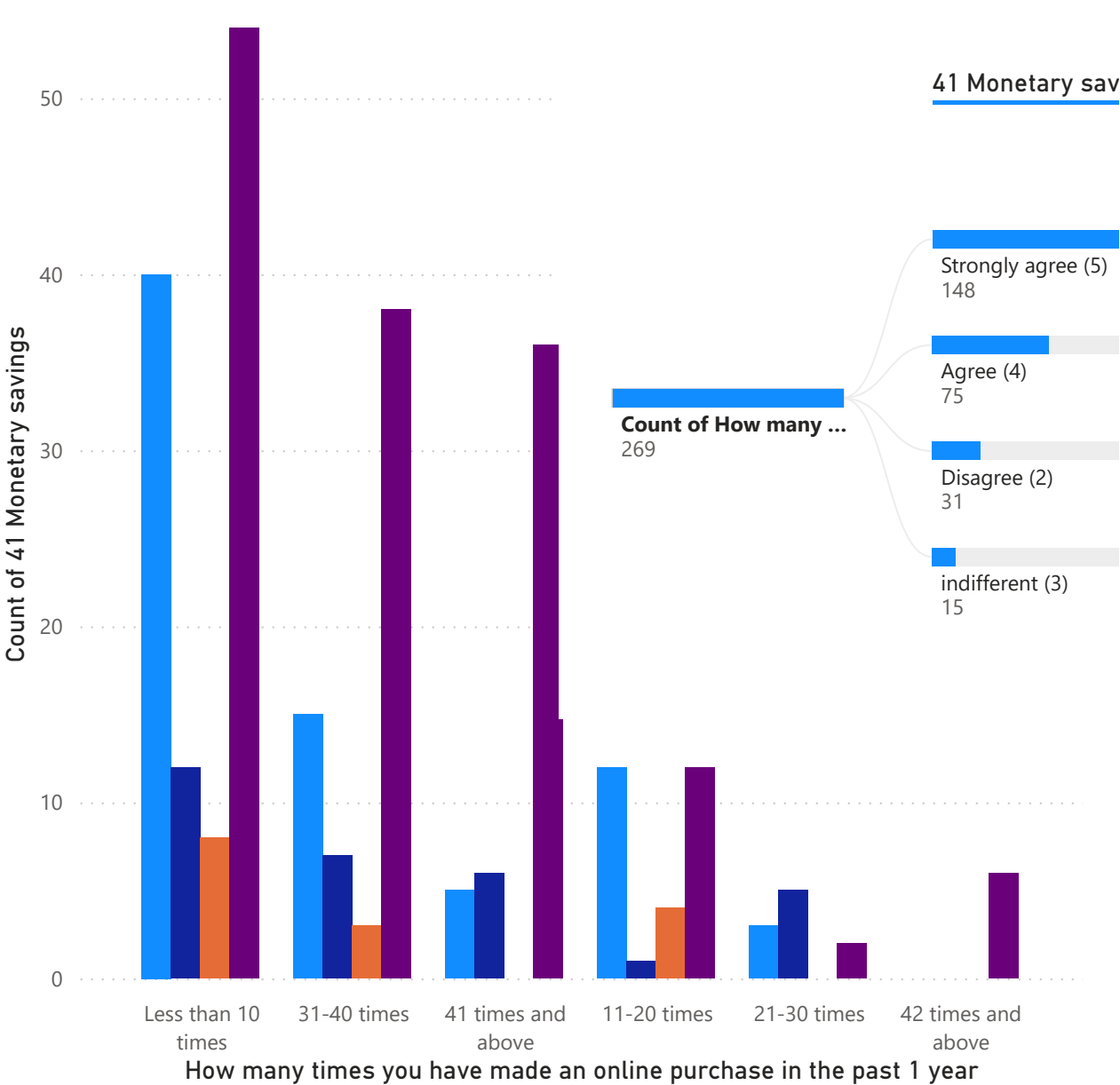
Count of 33 Return and replacement policy of the e-tailer is important for purchase decision by How many times you have made an online purchase in the past 1 year and 33 Return and replacement policy of the e-tailer is important for purchase de...

33 Return and replaceme... Agree (4) Dis-agree (2) Strongly agree (5)



Count of 41 Monetary savings by How many times you have made an online purchase in the past 1 year and 41 Monetary savings

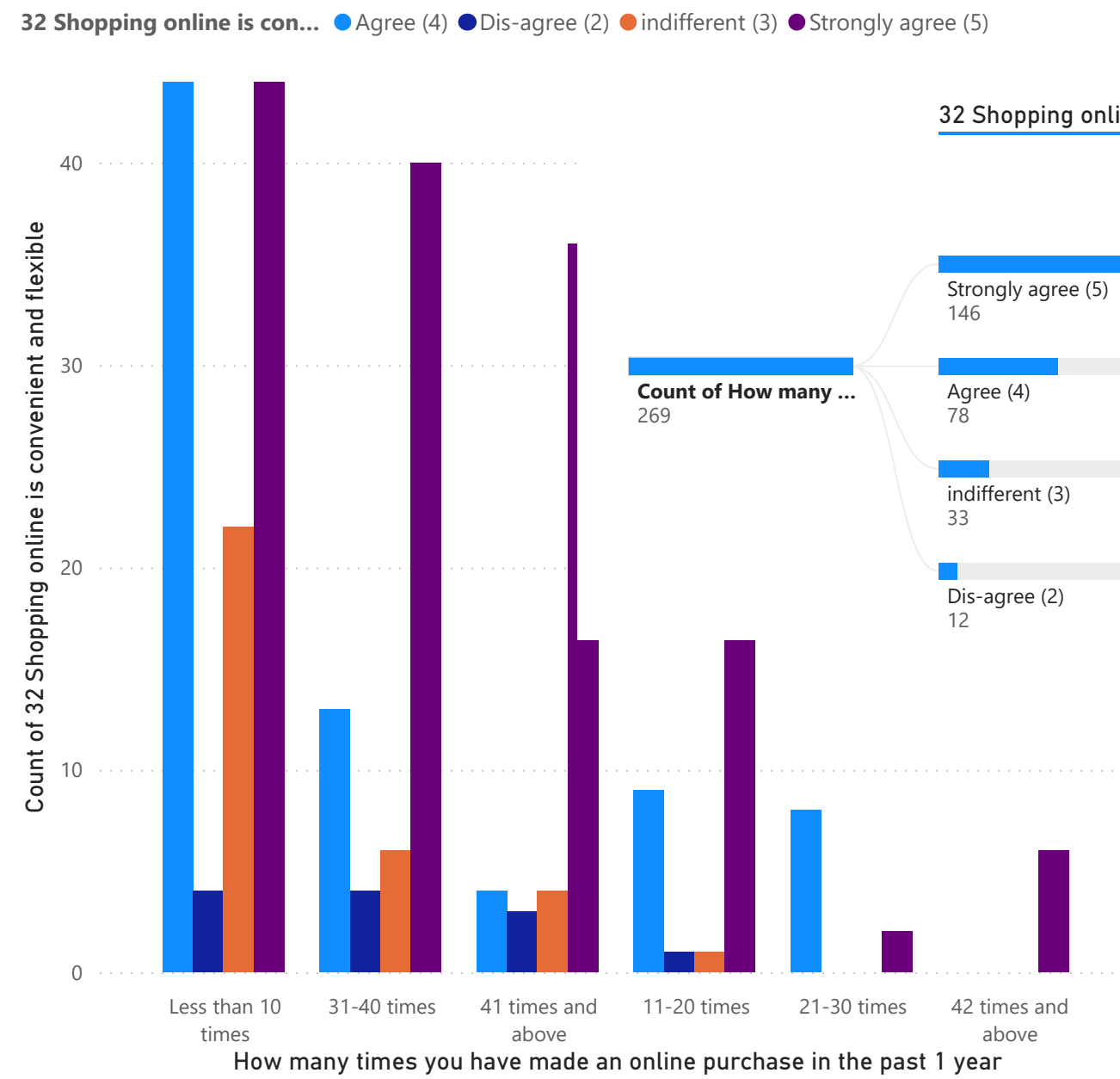
41 Monetary savings Agree (4) Disagree (2) indifferent (3) Strongly agree (5)



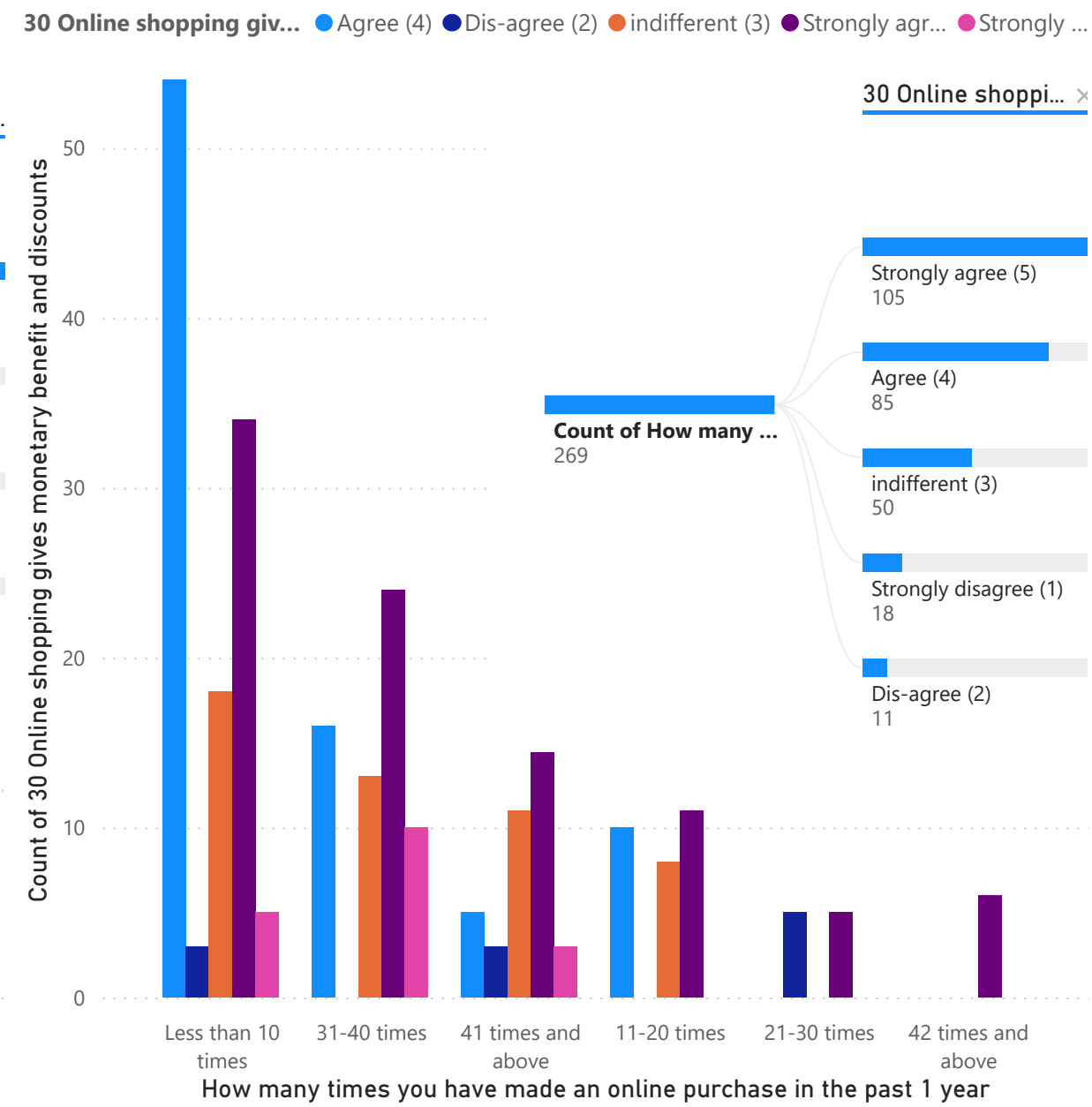




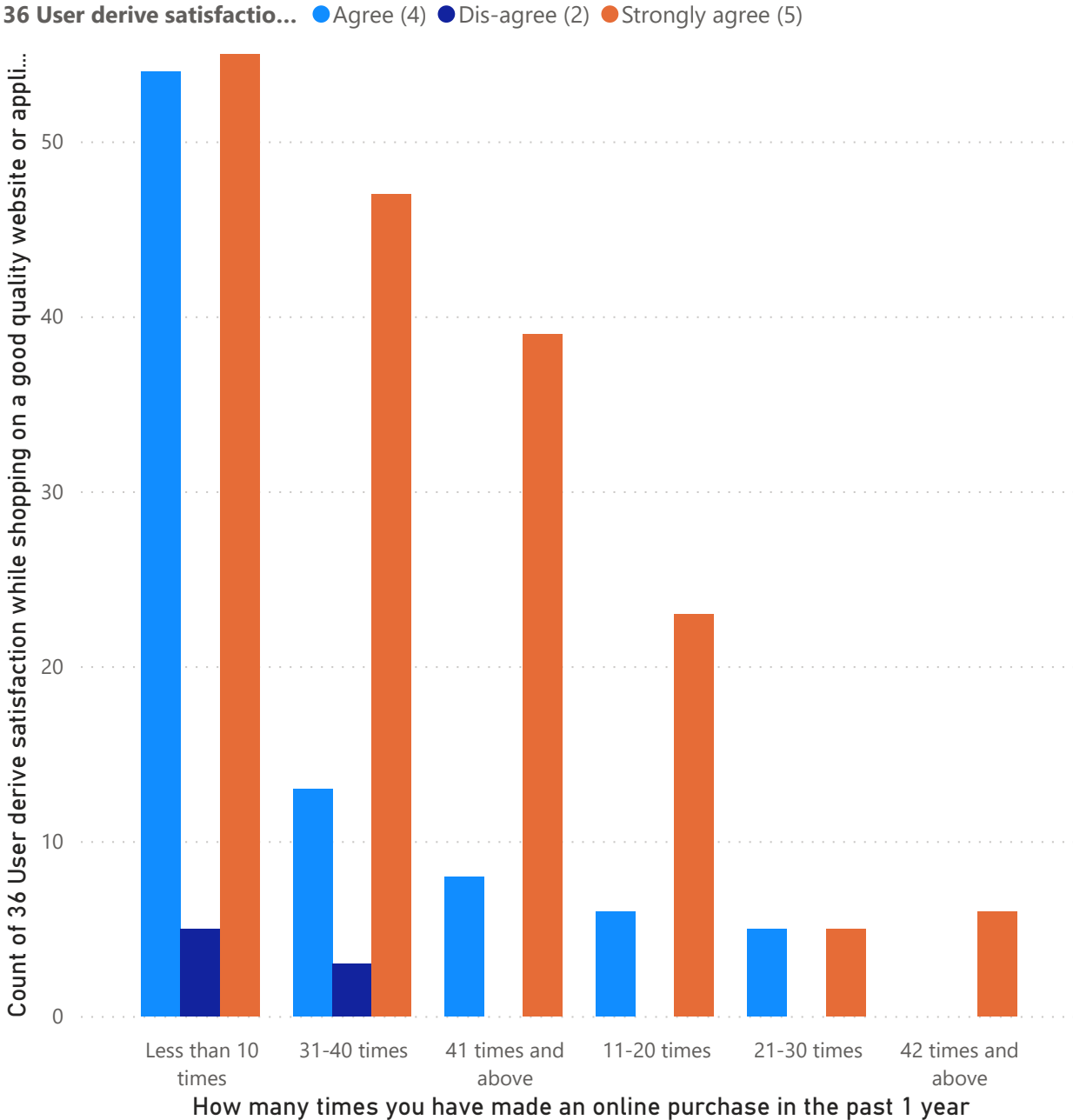
Count of 32 Shopping online is convenient and flexible by How many times you have made an online purchase in the past 1 year and 32 Shopping online is convenient and flexible



Count of 30 Online shopping gives monetary benefit and discounts by How many times you have made an online purchase in the past 1 year and 30 Online shopping gives monetary benefit and discounts



Count of 36 User derive satisfaction while shopping on a good quality website or application by How many times you have made an online purchase in the past 1 year and 36 User derive satisfaction while shopping on a good quality website or ...



Count of 28 Being able to guarantee the privacy of the customer by How many times you have made an online purchase in the past 1 year and 28 Being able to guarantee the privacy of the customer

