# Customer Retention

Customer retention refers to a company's ability to turn customers into repeat buyers and prevent them from switching to a competitor. It indicates whether your product and the quality of your service please your existing customers. To maintain our customers trust we have to fulfil customer's requirement on time with proper quality product.

## Analysis:

Analysis is a process in which we assume the data and test that what we assume, it will satisfied our condition or not. In this project we have to analyse which E-retailers provide best services to their customers.

First we read the excel file in the jupyter notebook and then we start our EDA part. In this we see that the customer data is not large but the factors on what basis we judge our data that are very large. The columns which are given that are of categorical data but Pin code is not a categorical, it is a discrete value. On checking the values, we get there is no missing values present in the dataset. As we calculate the values of e-retailer whom the customer suggested to their friends, we get amazon.in and the flipcart.com have the higher preference as compared to the myntra.com, snapdeal.com and paytm.com. We see that 65% to 70% customers are in the support of these two companies only and left three companies are in just favour of 30% to 35%. So on that basis, amazon and flipcart are the best company for the customers. But we can't say anything about it without any proper analysis.

In analysis we cannot work on the object data type so we converted object data into a float data type by encoding technique. In visualising the bar graphs we can see that there is lots of factors on what basis we classified our preference retailer. As our analysis we see that the customers whose age group is in between 21 to 40 years they are mostly prefer online shopping and they become usual for this from 4 years and above. On the basis of different different factors such as reliability, availability of all type of payment mode, speedy order, friendly behaviour, product quality we get that amazon company is the best and flipcart is better in all of the e-retailers. Myntra.com is also a good retailer but can't say better because according to customers the service is not good but product is good. So, there is advantage and disadvantage also. Paytm.com and snapdeal.com is not provide much facilities and not such popular for the customers.

On analysis we see that amazon.in and flipcart.com are the best retailer company because customers are agree or strongly agree with those statements that are given as : provide correct information, website is user friendly, assist queries, all payment methods, convenient and flexible for online shopping.

While taking correlation we knew that there is no effect of the respondent's gender so we can drop that column. There is also 3-4 columns whom have very less correlation, so we may or may not drop those columns its up to us. If we drop column so the result will more accurate and if not so there will be some variation also.

## Conclusion:

As we do analysis and go through all of the factors of all the e-retailers we knew that which retailer is the best for the customer retention. Amazon.in is the best e-retailer and flipcart.com is also better but lesser than the amazon.in. On analysing we see that these two retailers are competitor of each other because they all are trying to give their best in all type of services. From this other companies also have to learn how to maintain customer's requirement and fulfil their deeds.