# ***Customer retention data set answer***

1. On the basis of all the columns one can predict whether a person recommended amazon or any other online retailing shop to a friend means in the data set target column is “Which of the Indian online retailer would you recommend to a friend?” means last column is my target column.
2. In the data set 269 rows and 71 column is present.
3. If we talk about the gender of respondent than females are responded more than the male.
4. Most of the people who shopped online have mobile internet access.
5. People are from the age group 31-40.
6. Most of the people who shopped online belongs the city of this pincode(150000-200000).
7. Most of the people is shopping by smartphone.
8. Amazon website is more recommended by the people.
9. Website which has the value 1 take longer time to get logged in (promotion,sales period).
10. Website which has the value 1 takes longer time to displaying graphics and photos (promotion,sales period).
11. Website which has the value 3 take most time to deliver the product.
12. most of the people who responded are shoping more than 4 years.
13. No null value is present in tha data.
14. Target column has the classes or object value so data has the classification problem.
15. people from the city delhi shoping more than other city. 58 people are shoping who belongs from delhi.
16. There are 7 different types of online shopping website is present in the target column.
17. Amazon have the largest number in Fast loading website speed of website and application
18. Amazon have the largest number in Complete, relevant description information of products.
19. Amazon has the Wild variety of product on offer.