CUSTOMER RETENTION ANALYSIS

This is customer Retention Analysis project report.
Subheadings of this project are given below-----

PROBLAM STATEMENT AND UNDERSTANDING

To Analysis Customer Retention, It Is Important to Know That What Customer Retention is?

Customer retention means that the customer you already have should not be separated from you because whenever a new customer is acquired, it takes more money and time to acquire new customers, that is why customer retention is very important for any retailer.

That is why we analysis customer data to maintain customer retention. In this dataset there are many columns such as gender, age, city, since how long customers are shopping online, what is the preferred payment option, and lots of columns to check the rating of online retailers. In this customer retention dataset, we have to analysis that which of the Indian online retailers would you recommended to your friend or anyone. Means we have to predict that which Indian online retailer is keeps the customer and in an easy way we can say that which online retailer keeps the customer happy so that the customer is not retained.

EDA

BASIC EDA----

In this customer retention dataset, there are 269 rows and 71 columns. In this dataset there are 46 integer and 25 object datatypes. No null values in customer retention dataset.

STATISTICAL SUMMARY-----

Variance in mean and median value in many columns it means data are skewed.

CORRELATION----

Enjoyment is derived from shopping online (14.034), Online shopping gives monetary benefit and discounts (13.05), Trust that online retail store will fulfil its part of the transaction at the stipulated time (12.91) these columns are highly correlated.

And which channel did you follow to arrive at your favourite online store for the first time (-2.46), what browser do you run on your device to access the website (-5.70), what is the screen size of your mobile device (-6.036), which device do you use to access the online shopping (-7.37) these columns are very less correlated. We can drop these columns.

DATA ANALYSIS

By using lots of visualization techniques, we analysis the dataset. For numeric columns we can use strip plot, swarm plot, scatterplot and many more and for object data we can use countplot, histplot, distplot.

After analysis the customer dataset, we have come to know that ------

1- Female customers are higher than males,
2- Customers of Delhi, Noida, Greater Noida and Bangalore do the maximum online shopping.
3- There are So many rating types columns and rating, and ratings are in between 3 to 5.
4- Out of 269 customers 82 customers have ticked in Amazon.in, flipcart.com, paytam.com, myntra.com, snapdeal.com.
5- Out of 269 customers 131 customers have ticked in amazon.in and flipcart.com for (visual appealing web page layout).
6- Out of 269 customers 173 customers have ticked in amazon.in and flipcart.com for (wild variety of product on offer).
7- Out of 269 customers 143 customers have ticked in amazon.in and flipcart.com for (Complete, relevant description information of the product).
8- Out of 269 customers more than 180 customers have ticked in Amazon.in and Flipcart.com for (recommended to a friend or anyone.

Conclusion

After analysis the dataset of customer retention we can say that Amazon.in and Flipcart.com both online retailers are highest for customer retention.

That is why customers of Amazon.in and Flipcart.com are happy. And they always choose only Amazon and Flip cart for online shopping.