## CUSTMOR RETENTION

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#### 1- PROBLAM STATEMENT

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.

#### 2-EDA

1Gender of respondent 4 What is the Pin Code of where you shop online from? 7 How do you access the internet while shopping on-line? 10 What is the operating system (OS) of your device? 13 After first visit, how do you reach the online retail store? 16 How 4 do you abandon (selecting an items and leaving without making payment) your shopping cart? 19 Information on similar product to the one highlighted is important for product comparison 22 Ease of navigation in website 25 Convenient Payment methods -28 Being able to guarantee the privacy of the customer. 31 Enjoyment is derived from shopping online. 34 Gaining access to loyalty programs is a benefit of shopping online -37 Net Benefit derived from shopping online can lead to users satisfaction. 40 Provision of complete and relevant product information 43 Shopping on the website gives you the sense of adventure -46 Shopping on the website helps you fulfill certain roles. Easy to use website or application -Complete, relevant description information of products -Quickness to complete purchase -Privacy of customers' information -**CHECKING THE NULL** Presence of online assistance through multi-channel Late declaration of price (promotion, sales period) Longer delivery period Website is as efficient as before

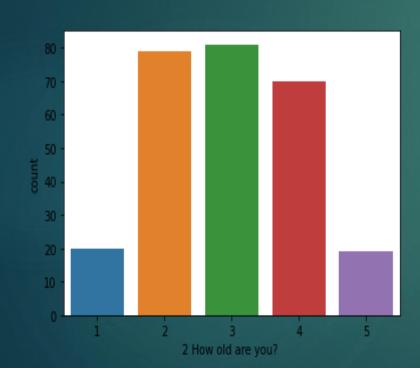
#### **VALUES**

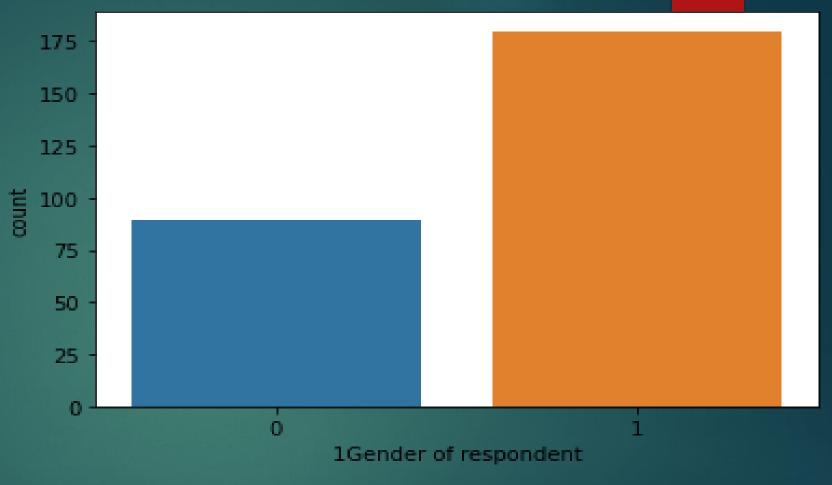
THERE IS NO BLANKS IN HEATMAP IT MEANS NO NULL VALUES IN DATASET.

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18 The content on the website must be easy to read and under	017 013 0046 0097 00028 01 047 025 023 0074 0028 034 031 016 026 032 1 0.64 0.49 09 0.77 0.67 0.82 0.76 0.67 0.83 0.6 0.11 0.63 0.66 0.15 0.092 0.23 0.093 0.088 0.25 0.89 0.031 0.13 0.047 0.39 0.29 0.24 0.44	14 0.4 0.15
19 Information on similar product to the one highlighted -is important for product comp	034 0.044 0.16 0.015 0.044 0.14 0.29 0.01 0.09 0.22 0.24 0.13 0.4 0.015 0.044 0.27 0.64 1 0.49 0.77 0.65 0.55 0.57 0.52 0.71 0.62 0.65 0.75 0.62 0.14 0.48 0.14 0.29 0.27 0.3 0.06 0.44 0.12 0.05 0.39 0.27 0.3 0.06	31 0.51 0.24
20 Complete information on listed seller and product being offered is important for purchase de	00 007 004 024 005 00 03 03 03 03 03 03 03 03 03 03 03 03	36 0.44 -0.13
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23 Loading and processing	637 20% 00% 00% 200 218 245 257 D75 2010 1014 1014 1014 1014 1014 1014 1014	2 0.19 0.12
24 User friendly Interface of the v	**************************************	
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26 Trust that the online retail store will fulfill its part of the transaction at the stipulate	018 021 0001 0001 0000 012 040 016 0070 017 010 010 010 010 010 010 010 01	5 0.47 -0.0017
27 Empathy (readiness to assist with queries) towards the cust	011 022 016 007 046 024 031 001 008 018 024 031 001 008 018 024 025 000 038 018 024 025 000 031 022 030 022 031 022 03	52 0.34 0.25
28 Being able to guarantee the privacy of the cur	005 021 024 0010 000 007 048 007 010 010 010 010 010 010 010 010 010	3 0.45 0.035
29 Responsiveness, availability of several communication channels (email, online rep. twitter, phon	101 - 003 - 0.11 - 0.16 - 0.093 - 0.16 - 0.046 - 0.17 - 0.3 - 0.22 - 0.081 - 0.029 - 0.43 - 0.013 - 0.26 - 0.21 - 0.25 - 0.11 - 0.14 - 0.19 - 0.19 - 0.097 - 0.036 - 0.12 - 0.054 - 0.066 - 0.06 - 1 - 0.21 - 0.2 - 0.3 - 0.14 - 0.27 - 0.16 - 0.14 - 0.21 - 0.18 - 0.23 - 0.095 - 0.42 - 0.13 - 0.33 - 0.052 - 0.2	-0.081 -0.028
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31 Enjoyment is derived from snopping	019 02 0085 02 0074 011 037 032 082 0072 014 019 034 00001 033 0078 063 015 016 027 026 015 015 015 015 015 015 014 0016 017 037 019 027 033 0086 002 03 02 035 01 073 025 082 022 054 062 045 059 057 03 035 035 035 035 035 035 035 035 035	2 0.005 0.14
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34 Gaining access to loyalty programs is a benefit of shopping	011 0095 0089 0042 019 0017 016 011 017 0.44 0.21 039 002 034 013 0.44 0.21 027 034 0.15 0.08 0.16 0.11 0.12 0.072 0.11 0.071 0.27 0.19 0.2 0.28 0.22 1 0.62 0.44 0.59 0.24 0.52 0.39 0.3 0.44 0.27 0.23 0.073	
35 Displaying quality information on the website improves satisfaction of cust	039 0037 0099 0035 03 033 00004 0014 02 031 00004 0014 02 031 007 041 037 041 037 041 037 041 039 039 03 039 031 032 034 039 039 039 039 039 039 039 039 039 039	
36 User derive satisfaction while shopping on a good quality website or appl	818 003 017 019 024 0037 003 011 013 048 048 017 018 017 048 018 017 018 017 048 017 048 017 048 017 048 017 048 017 048 017 048 017 048 017 018 018 018 018 018 018 018 018 018 018	1 0078 051
37 Net Benefit derived from shopping online can lead to users satisf	035 014 0076 0031 014 015 015 015 015 015 014 015 015 014 015 015 014 015 025 025 041 038 025 044 023 014 021 025 031 022 038 03 027 021 047 046 06 043 037 025 025 1 017 027 045 035 029 0018 0027 022	2 0.062 0.45
38 User satisfaction cannot exist withou	098 2073 0044 005 2074 005 2054 035 034 034 034 034 004 009 021 024 015 024 035 024 035 024 035 024 035 024 035 024 035 024 035 024 035 024 035 024 035 024 037 048	6 0.43 0.29
39 Offering a wide variety of listed product in several co	21 21 201 201 201 201 202 21 21 21 21 21 21 21 21 21 21 21 21 21	
40 Provision of complete and relevant product infor	818 2009 216 819 2006 216 819 2006 216 2009 218 253 201 201 201 201 201 201 201 201 201 201	.7 -0.061 0.35
41 Monetary s	07 000 016 0027 017 017 018 017 016 017 018 017 016 017 018 017 018 017 018 017 018 017 018 017 018 017 018 017 018 017 018 017 018 018 018 018 018 018 018 018 018 018	3 -0.21 0.35
42 The Convenience of patronizing the online r	27 030 016 0015 0047 0052 0038 013 0066 023 015 024 025 025 025 025 025 025 025 025 025 025	
43 Shopping on the website gives you the sense of adv	0.0052 0.003 0.024 0.11 0.18 0.005 0.002 0.041 0.032 0.33 0.38 0.18 0.054 0.032 0.33 0.38 0.18 0.054 0.39 0.27 0.0054 0.39 0.27 0.063 0.31 0.23 0.18 0.24 0.21 0.012 0.22 0.058 0.33 0.022 0.11 0.035 0.086 0.27 0.021 0.26 0.018 0.24 0.28 0.17 0.23 0.68 1 0.088 0.13	13 0.12 0.21
44 Shopping on your preferred e-tailer enhances your social		0.55 -0.018
45 You feel grafification shopping on your favorite	010 02 010 02 010 004 000 011 03 045 045 045 000 016 029 0045 0016 029 0045 0016 031 044 031 036 035 012 017 03 015 015 015 017 017 017 017 017 017 017 017 017 017	
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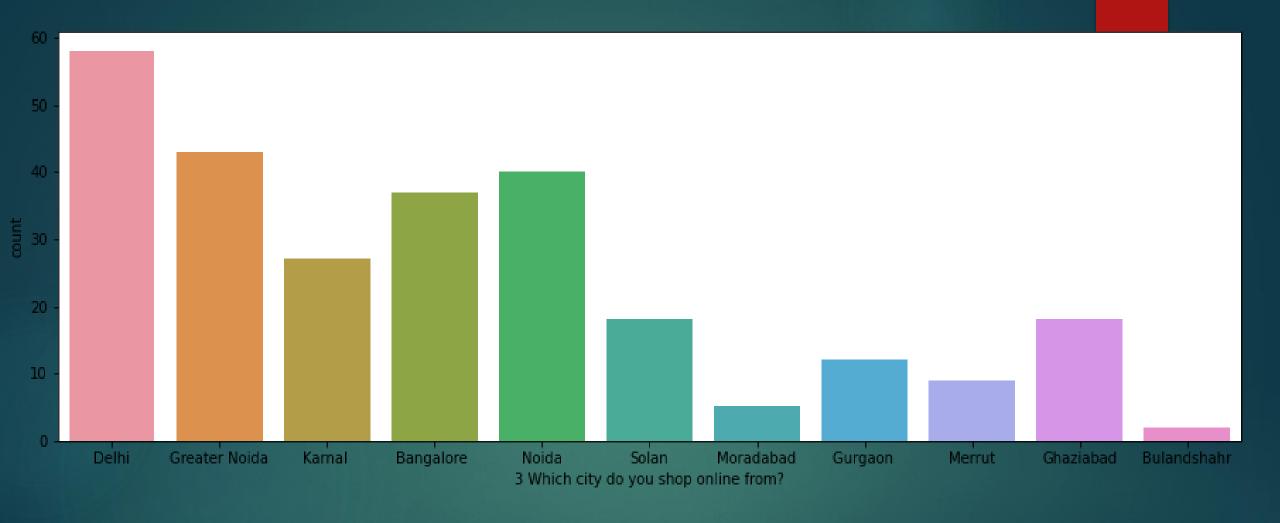
# 3- DATA VISUALIZATION



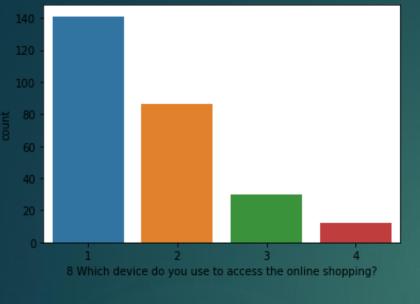


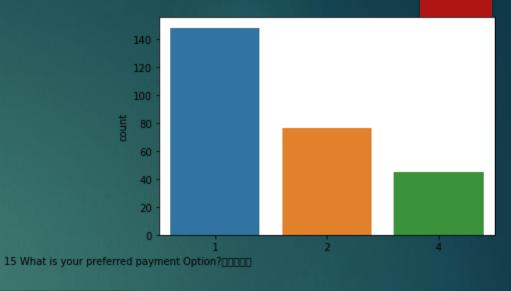
FEMALE CUSTOMERS ARE HIGHER THAN MALES CUSTOMERS.

TYPE 2 TO 4 CUSTOMERS HAVE THE MOST.

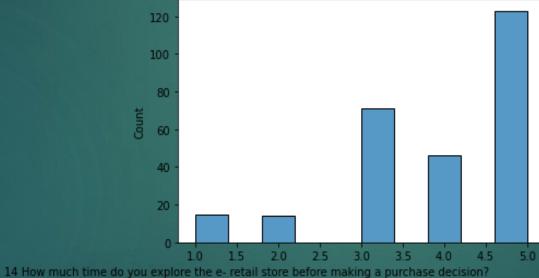


DELHI, GREATER NOIDA, NOIDA AND BANGALORE ARE THE HIGHEST CITY FOR THE ONLINE SHOPPING.



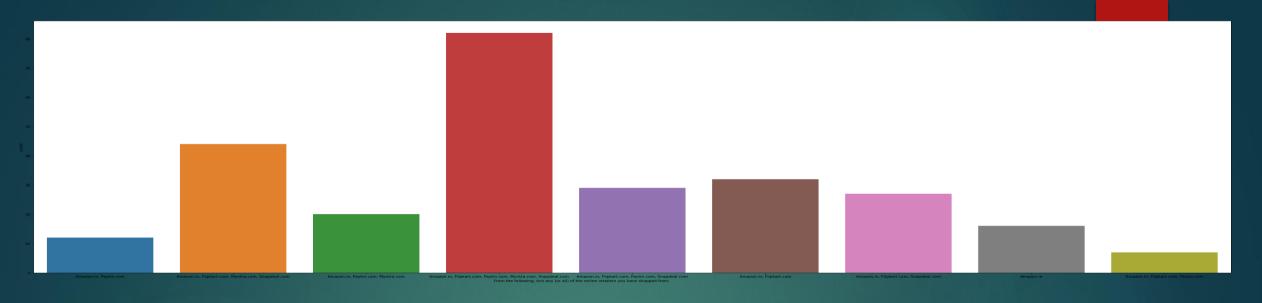


1 TYPE
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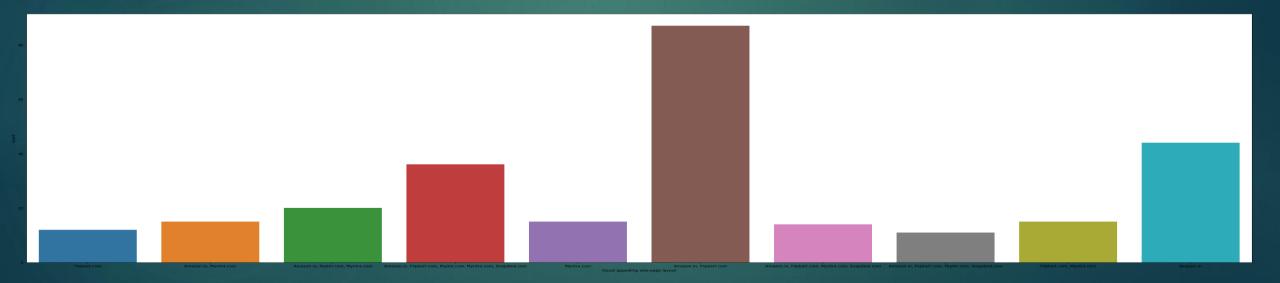


1 Type of payment option is maximum.

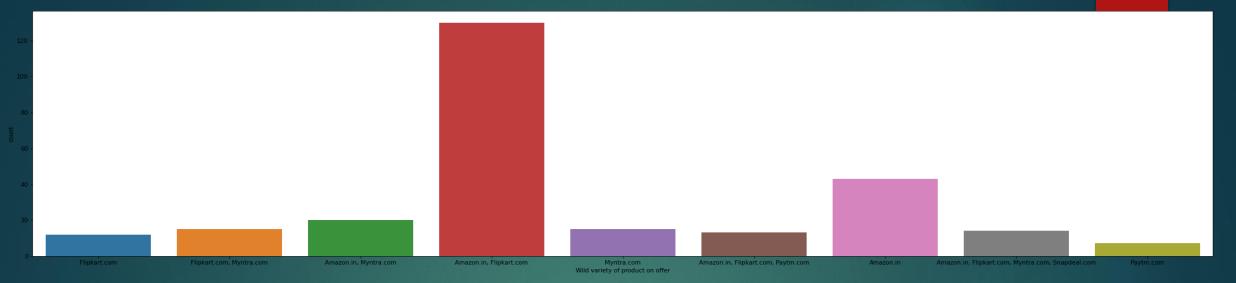
5 Types of time are the most to explore the e-retail store before making a purchase decision



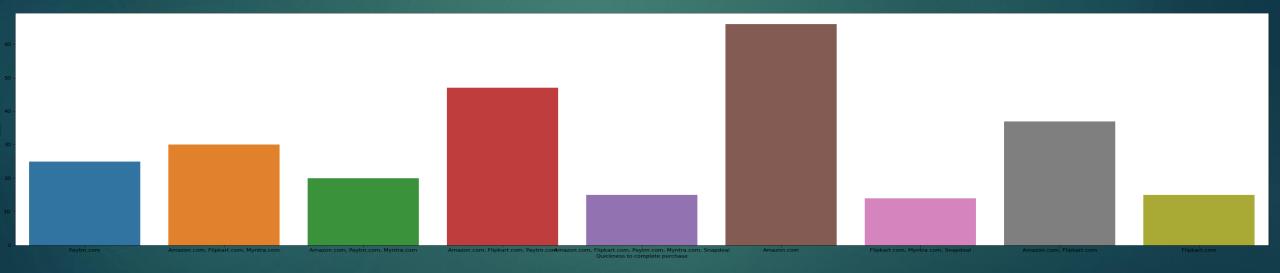
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com are the highest online retailers.



Amazon.in, Flipkart.com online retailers are highest for Visual appealing web-page layout.



Amazon.in, Flipkart.com online retailers are highest for Wild variety of product on offer.



Amazon.com is the highest online retailer and Flipkart.com, Myntra.com, Snapdeal are the lowest online retailers for Quickness to complete purchase.

### 4-CUNCLUSION

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.

