

**E-retail customer activation and retention study:**

**A case study from Indian e-commerce customers**

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**ACKNOWLEDGMENT**

This includes mentioning of all the references, research papers, data sources, professionals and other resources that helped you and guided you in completion of the project.

References:

Github.com

Towardsscience.com

Scikit-learn.org

Professionals and other resources: Data trained analytics partner and FLIPROBO Data analyst company.

Data source: The data is collected from the Indian online shoppers. Results indicate the e-retail success factors, which are very much critical for customer satisfaction.

**INTRODUCTION**

Business Problem Framing

Customer satisfaction has emerged as one of the most important factors that guarantee the success of online store; it has been posited as a key stimulant of purchase, repurchase intentions and customer loyalty. A comprehensive review of the literature, theories and models have been carried out to propose the models for customer activation and customer retention. Five major factors that contributed to the success of an e-commerce store have been identified as: service quality, system quality, information quality, trust and net benefit. The research furthermore investigated the factors that influence the online customers repeat purchase intention. The combination of both utilitarian value and hedonistic values are needed to affect the repeat purchase intention (loyalty) positively. The data is collected from the Indian online shoppers. Results indicate the e-retail success factors, which are very much critical for customer satisfaction.

Conceptual Background of the Domain Problem

Five major factors that contributed to the success of an e-commerce store have been identified as: service quality, system quality, information quality, trust and net benefit.

Results indicate the e-retail success factors, which are very much critical for customer satisfaction.

Review of Literature

Different data will be provided no null values are there lot of analysis and EDA process after increasing data sufficient accuracy points to evaluate the metrics and design model.

**Analytical Problem Framing**

* Mathematical/ Analytical Modeling of the Problem

The mathematical, statistical and analytics modelling done during this project along with the proper justification.

Using some of libraries in python pandas, Numpy, seaborn and matplotlib and some metrics used

* Data Sources and their formats

**Graphical user interface, text, application

Description automatically generated**

* Data Preprocessing Done

In this dataset there are no null values present.so EDA process can be done with with lot of procdure. The object oriented categorical data can be coverted by the valuable information. There is no effect on drop those columns..

Data Inputs- Logic- Output Relationships

All features of taken input

and target.

Hardware and Software Requirements and Tools Used

* Python
* Pandas libraries
* Numpy libraries
* Seaborn libraries
* Matplotlib.libraries

Key Metrics for success in solving problem under consideration

* Classification Metrics (accuracy, precision, recall, F1-score, ROC, AUC).
* Visualizations
* All barplot diagrams cleanly observed and analysed the data

Interpretation of the Results

* The visualization and preprocessing models variables are important to predict the price of variable
* These variables describe the price of the house

Key Findings and Conclusions of the Study

* Data contains 269 entries each having 71variables.
* Data contains no Null values.
* Extensive EDA has to be performed to gain of important variables.
* Data contains numerical as well as categorical variable.

**Conclusion**

Comparing the customer’s perception and the company’s performance we can conclude that

High Customer satisfaction and retention:

1.AMAZON.COM

2.FLIPKART.COM

High Risk of Customer Churn:

1.MYNTRA.COM

2.SNAPDEAL.COM