PROJECT REPORT ON:

"CUSTOMER RETENTION"

SUBMITTED BY

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ACKNOWLEDGMENT

I would like to express my special gratitude to "Flip Robo" team, who has given me this opportunity to deal with a beautiful dataset and it has helped me to improve my analytical skills.

A huge thanks to my academic team "Data trained" who helped me learn and nurtured me through these months. Last but not the least my parents who have been my backbone in every step of my life.

Contents:

1.INTRODUCTION

1.1 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 contributedto 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.

Now as a data scientist our work is to analyse the dataset and applyour skills towards customer retention.

1.2 Conceptual Background of the Domain Problem

Customer retention means the process of maintaining or keeping customers onceyou have acquired them. It's all the activities that a company must do in order to keep their customers around. The goal is to build a long-lasting relationship between the brand and consumers. Once a customer becomes loyal to your
brand, not only he will buy more from you than a normal customer but he'll spread good words about your business, increase your reputation.

Based on high churn rate (customer attrition) in some business sectors, customer retention has attracted significant interest from scholars and practitioners in the field of relationship marketing over the last two decades. Frequently, the main theme of customer retention studies has

focused on studying the supplier sides and how they maintain relationships with customers. Even from the supplier side,the bulk of previous customer retention literature has focused on the economic aspects of retaining customers and how firms develop strategies to improve customer retention and maximize returns through the customers life cycles.

However, establishing and maintaining strong relationships with all customers may not be the primary aim of some organizations because not all customers andtheir relationships are similar or profitable. But keeping the old customers is more worthy than getting new customers. The overall purpose of this Project is toincrease our understanding of customer retention by investigating the relationship between service providing companies and their customers, and the ways in which companies develop relationships in order to enhance customer retention. Below are the main frameworks we are going to do in this perticular project.

- How can the advantages of customer relationship management be described?
- How can companies benefit from using a customer retention strategy?
- How can companies develop a customer retention program and apply it to their business.

Motivation for the Problem Undertaken

I have also handled many other projects. But this project has given me an idea to deal with more number of features. I have taken up this project for practice purpose and I felt very happy that I was able to get a huge idea on tha data exploration. So particularly in this project I have used all my analysation skills and found a way for customer retention.

2.Analytical Problem Framing

2.1   Mathematical/ Analytical Modeling of theProblem

The studies were identified using different keywords that are related mainly to customer retention and analysing other factors such as satisfaction, trust, and commitment in several searching processes until reaching a suitable number of related and targeted articles and studies to select and analyze. The datasets were downloaded and then filtered to remove the duplicate entries. Then got up with some cleaned part of data, which will be further processed to make sure the customers will get better satisfaction from the e-commerce sellers. In the dataset there was no numerical columns and all the categorical columns has been analysed using all categorical plots to get better insight on the dataset. After visualizing the features it bought us a good insight that what actually customers are expecting from the e-commerce sellers. And looking into the observations of the ploting we were able to get a good measures to have customer retention. In this dataset no need to check outliers and skewness as all the columns are categorical.

The data is collected from the Indian online shoppers. Results indicate the e-retail success factors, which are very much critical for customer satisfaction.. The number of column(s) is 71 .

The features in the dataset are as follows:

1Gender of respondent

2 How old are you?
3 Which city do you shop online from?
4 What is the Pin Code of where you shop online from?
5 Since How Long You are Shopping Online ?
6 How many times you have made an online purchase in the past 1 year?
7 How do you access the internet while shopping on-line?
8 Which device do you use to access the online shopping?
9 What is the screen size of your mobile device?
10 What is the operating system (OS) of your device?
11What browser do you run on your device to access the website?

12 Which channel did you follow to arrive at your favorite online store for the first time?
13 After first visit, how do you reach the online retail store?
14 How much time do you explore the e- retail store before making a purchase de cision?
15 What is your preferred payment Option?
16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?
17 Why did you abandon the "Bag", "Shopping Cart"?

18 The content on the website must be easy to read and understand

19 Information on similar product to the one highlighted is important for product comparison

20 Complete information on listed seller and product being offered is important f or purchase decision.

21 All relevant information on listed products must be stated clearly

22 Ease of navigation in website

23 Loading and processing speed

24 User friendly Interface of the website

25 Convenient Payment methods

26 Trust that the online retail store will fulfill its part of the transaction at the stipul ated time

27 Empathy (readiness to assist with queries) towards the customers

28 Being able to guarantee the privacy of the customer

29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)

30 Online shopping gives monetary benefit and discounts

31 Enjoyment is derived from shopping online

32 Shopping online is convenient and flexible

33 Return and replacement policy of the e-tailer is important for purchase decision

34 Gaining access to loyalty programs is a benefit of shopping online

35 Displaying quality Information on the website improves satisfaction of customers

36 User derive satisfaction while shopping on a good quality website or application

37 Net Benefit derived from shopping online can lead to users satisfaction

38 User satisfaction cannot exist without trust

39 Offering a wide variety of listed product in several category

40 Provision of complete and relevant product information

41 Monetary savings

42 The Convenience of patronizing the online retailer

43 Shopping on the website gives you the sense of adventure

44 Shopping on your preferred e-tailer enhances your social status

45 You feel gratification shopping on your favorite e-tailer

46 Shopping on the website helps you fulfill certain roles

47 Getting value for money spent

48 From the following, tick any (or all) of the online retailers you have shopped from

49 Easy to use website or application

50 Visual appealing web-page layout

51 Wild variety of product on offer

52 Complete, relevant description information of products

53Fast loading website speed of website and application

54Reliability of the website or application

55Quickness to complete purchase 56 Availability of several payment options

57Speedy order delivery

58 Privacy of customers' information

59 Security of customer financial informationPerceived 60Trustworthiness

61 Presence of online assistance through multi-channel

62 Longer time to get logged in (promotion, sales period)

63 Longer time in displaying graphics and photos (promotion, sales period)

64 Late declaration of price (promotion, sales period)

65 Longer page loading time (promotion, sales period)

66 Limited mode of payment on most products (promotion, sales period)

67 Longer delivery period

68 Change in website/Application design

69 Frequent disruption when moving from one page to another

70 Website is as efficient as before

71 Which of the Indian online retailer would you recommend to a friend?

In the dataset we have 296 rows and 71 columns which contains information about the shopper, there needs according to customers view and the ratings for avail able e-commerce websites.

2.3 Data Preprocessing Done

I have imported the dataset which was in excel format. Then I did all the statistical analysis like checking shape, nunique, value counts, info etc….. Then while looking into the value counts I found some duplicate entries in the features like two words with same meaning. I have replaced those duplicates by groupingthem and also I have checked for null values but there was no null values in the dataset.

```
In [44]: #Converting data type of Pin code column
         df['4 What is the Pin Code of where you shop online from?'] = df['4 What is the Pin Code of where you shop online from?'].astype(
```

 Also the data type of Pincode column was integer type but pincode is a code which will be given to perticular location and it will be unique so the datatype should object. So I have changed the datatype of Pincode column if I don't change the datatype it will carry some wrong information and it may also affect my model accuracy. And the column names are very descriptive and they look hard to handle with unnecessary spacing so I have changed my column names which will be helpful for further studies.

Analysis :

BASED ON THE GENDER OF THE CUSTOMERS FURTHER CLASSIFIED WITH THE AGE GROUPS

Men and women shop in very different ways, which should come as no surprise. People have needs, and in order to meet those needs, they will shop. Shopping is a daily activity for people all over the world, from low-cost goods to high-end products.

Most people believe that women spend more time shopping than men, who prefer to browse through the store, look for a specific thing they want, buy it as quickly as possible (unmindful of minor differences that lead to somewhat more expensive purchases), and then leave. Women, on the other hand, patiently search for the type of product in all available brands, compare the designs, check for any available offers (unmindful of the amount of time they spend selecting a product of their choice), bargain, and ultimately purchase the product to their complete satisfaction.

When online shopping was limited to computers, electrical products, music, and other similar items, it was a male-dominated world. Women grabbed the lead in internet shopping as the product category grew.

Most women prefer to purchase online on a desktop computer, while men prefer to shop on their smart phones. Men limit their search to specific things they are looking for now of purchase, whereas women look for products different than what they are looking for. Both sexes consider price when deciding, but men tend to compromise easily with quality over price, whereas women are more price sensitive and will make a purchase based on the best available offer.
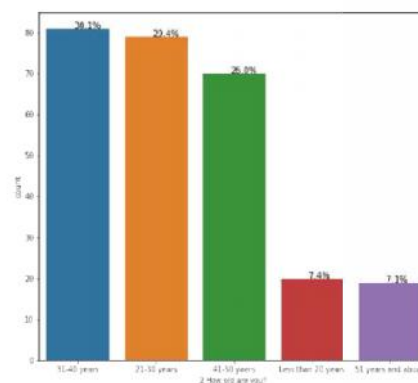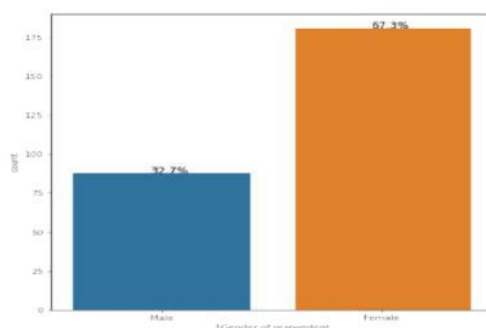
CITYWISE DISTRIBUTION OF CUSTOMERS:

With the exponential growth in internet and online infrastructure in India it was no surprise that the e-commerce market experienced a corresponding boost. Increasing rates of internet penetration, along with an increasing share of the organized sector within retail markets created the strong foundation that e- commerce needs. In addition, governmental policies further strengthened the market, in particular those that allowed 100 percent foreign direct investment in B2B (business-to-business) e-commerce. Moreover, the pandemic invariably served as a stimulus for driving forward the e-commerce sector in the previous years.

It's very clear from the plot that major metropolitan cities like Delhi, Greater Noida, Bangalore contributes a lot in total percent of online purchase being made.
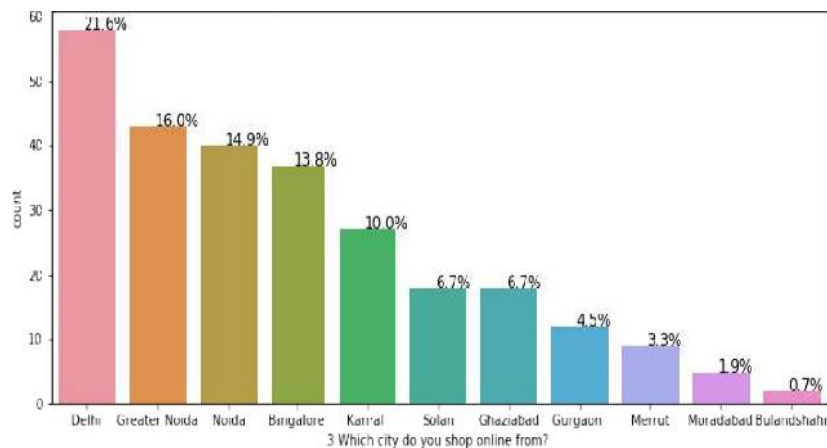
Trends of customers based on years they been purchasing from these online stores:

It can be observed that there is a good amount of retention of customers as number of year increases. Main reason maybe the trust a customer develops, smoothened processes, flexibility they enjoy while shopping online Wide variety to choose from, more options available ,Easy transactions as online infrastructure is getting better per day .

Retention with the activation has been proved a good schema for theonline store.
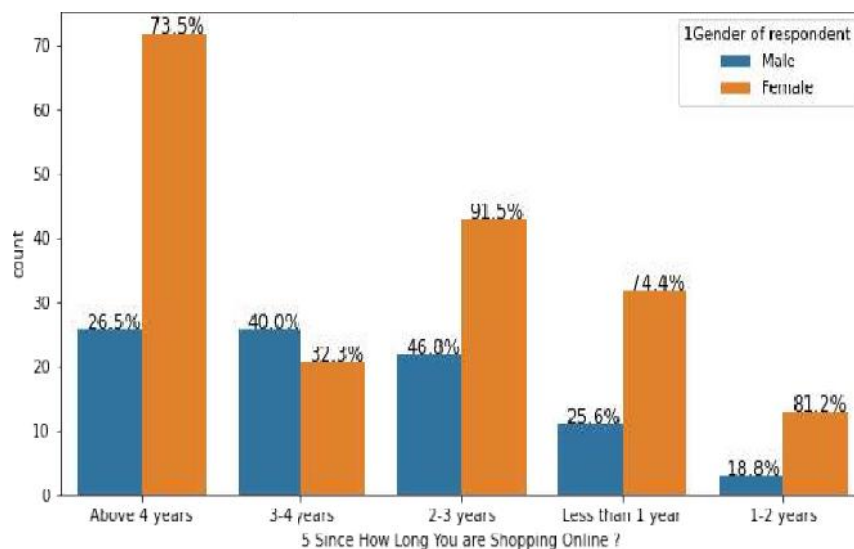
Based on how customers access the internet while shopping online and further categorized on device they use:
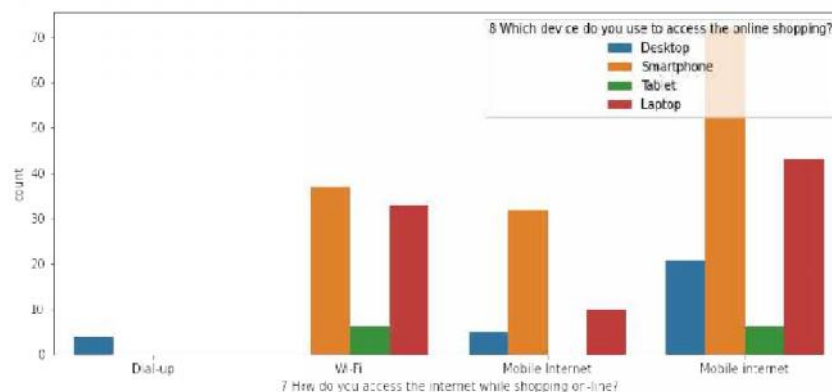
Following are the different trends in online shopping based on different devices and mode use to access it

3 major categories are:

1. Mobile internet
2. Wifi
3. Dial up

As we can see with the increase in technology and online infrastructure in India dial up connection lost their space in the market and showed the least of engagement among the customers

Mobile internet seems to be a at the top of the table. As mobile internet has become cheap and accessible by wide majority of population there is no denying fact that it can help the online shopping boom in India.

## <u>Plot showing the distribution when it comes to browsers:</u>
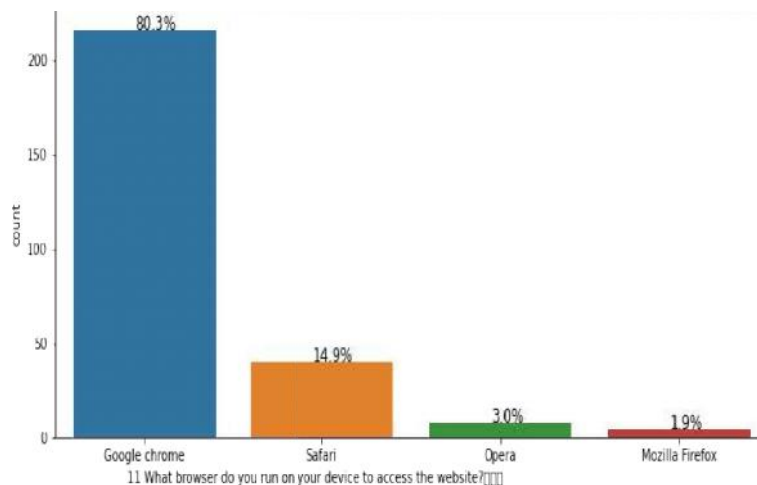
A website browser, or browser for short, is your window to the WorldWide Web. Browsers are a tool used to search for websites, and theydisplay the website you see in the window. There are several websitebrowsers available, Google Chrome, Edge, Mozilla Firefox, Internet Explorer, Opera, and Safari to name a few.

Web browsers are the window to your website and online marketing, and it is how people see your business online. Each web browser will display websites a little different from one another. Some browsers display websites faster than others, and text and images can look different based on which browser you use to view a website. So, it is important to make sure that your website displays correctly in all browsers for potential customers who find your business online using different browsers.

Comparing browsers head-to-head, Chrome comes out on top. It loadswebsites faster than any other browser, it is extensible, integrates with Gmail and other Google products easily, and has the best developer tools. Firefox comes in a close second place, losing out only to rendering speed, and Internet Explorer comes in last due to not supporting newer technology and a slow load time.

Fast loading websites and applications countplot:

Fast loading website speed of website and application
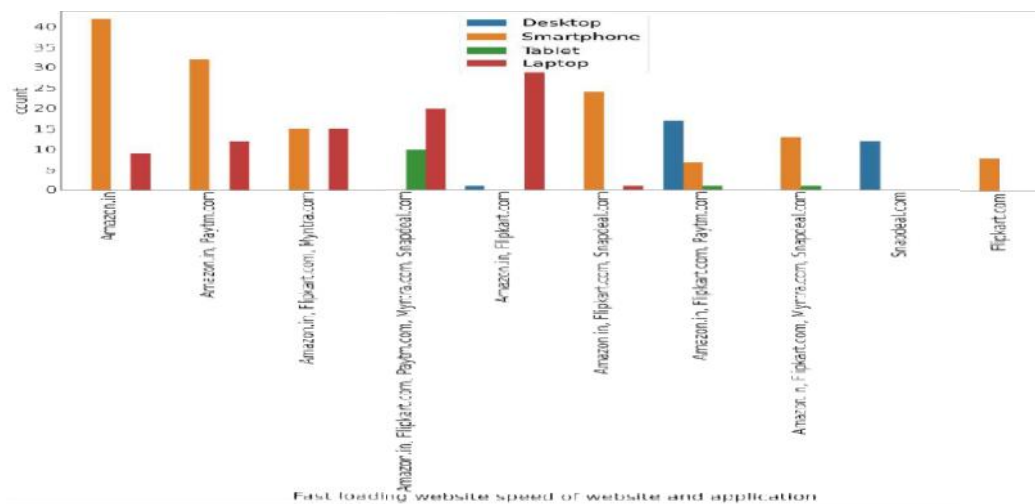
Website load time — or web page load time — refers to how long it takes for a website, or web page, to fully load and appear on screen. This includes all content on the page such as text, images, and videos. Simply, it's how fast all content on a web page loads.

- It can be observed that most of the people are using either mobile phones/smartphones or laptops to make apurchase or surf through the store

- In this category its easily visible that amazon did a great job with their mobile application and site as it takes less time to load and takes advantage over the competitors

- Snapdeal ,flipkart have to work on their applications and sites as they are not very responsive as comparedwith the competitors

Relationship between loading/processing speed and device used for online shopping

23 Loading and processing speed
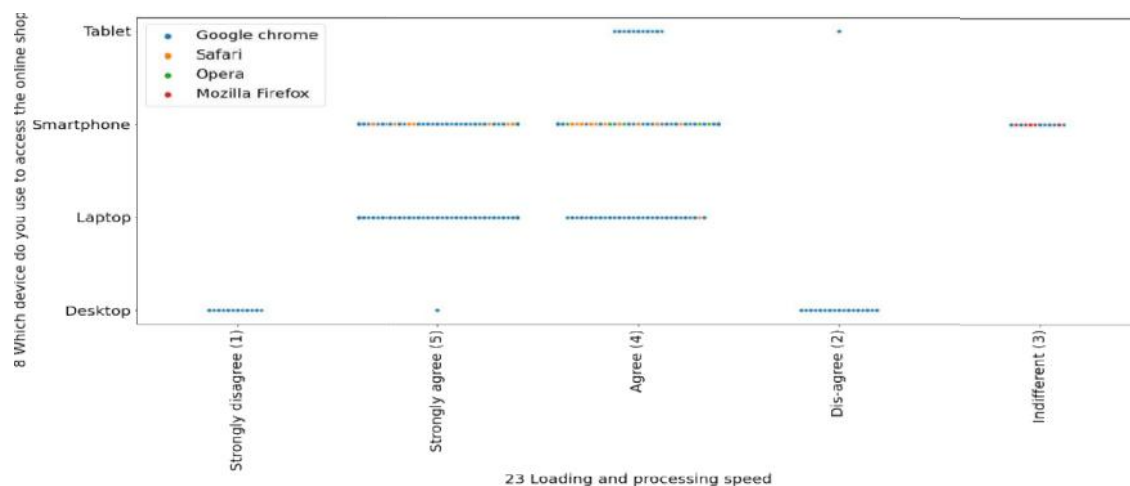
__User experience is all about speed. A faster site will make happier users. And happier users will consume more of your services or products.__

Conversion rate is the ratio of visitors who take the action you want them to on a page and the total number of visitors. Examples of actions you want page visitors to take are to sign up for your newsletter, fill out a form, drop a product in a shopping basket, use a tool on your site, download a brochure, pay for a product, sign up for a subscription, etc. Conversions, and their rates, come in two flavours: goal conversions and transaction conversions. A transaction conversion is a goal conversion, but it's one with a transactional, or e-commerce, character. In other words, transaction conversions are conversions where a visitor ultimately buys your product. Now that what we are talking about is fresh in your mind, let's dive into the interesting bit

Plot describing how the customers landed on the store first time ever
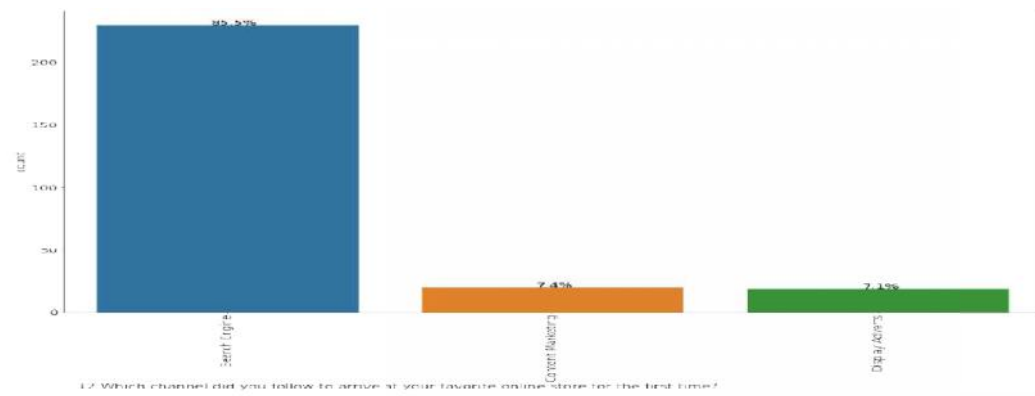
Its very clear from the analysis that majority of the customers landed on the store directly through the search engine. But there is no denial fact that content marketing and display adverts had played a good role in impacting the rise in customers
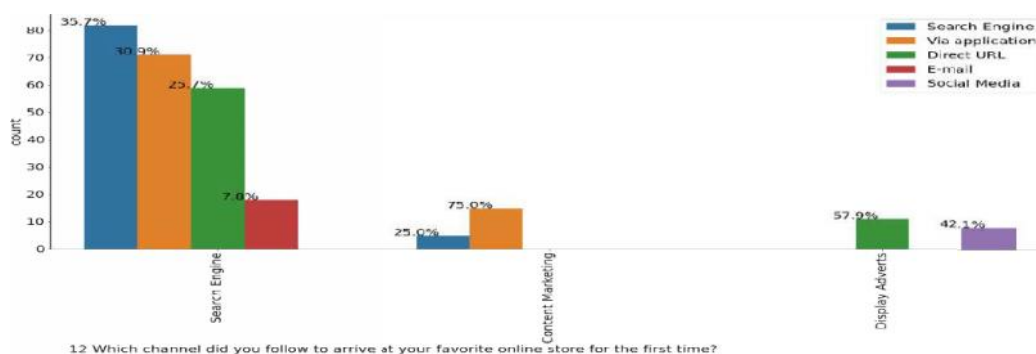
Plotting a countplot to know about the average time required before a purchase is made:
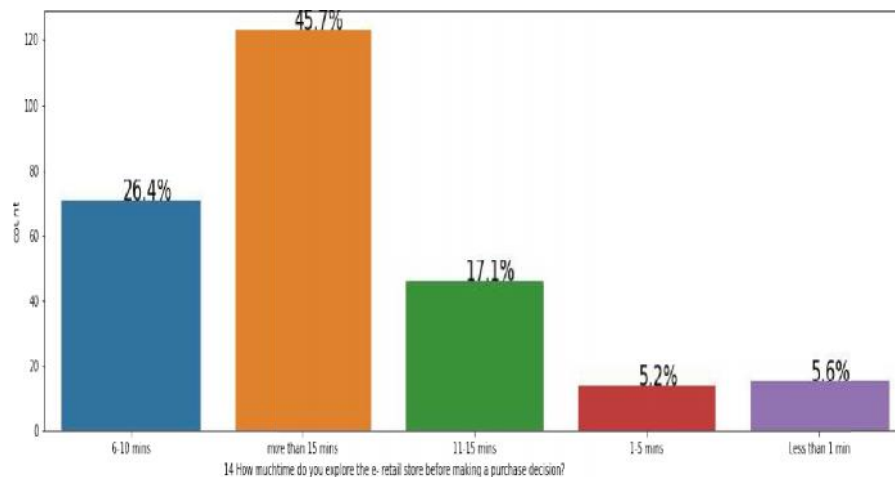
Around 45.7 percent of customers take more than 15 mins to make a purchase decision. Around 26.4 % of customers lie in category of 6-10 mins. It is interesting to note that around 5.6 percent of the customers do not even take a minute before reaching at a point of decision of purchase. Our main aim as a e-store should be to drop those in more than 15 mins category to the 6-10 min category as it seems achievable and quite logical. Dropping these decisions timings will help in preventing customers from abandoning the cart/bags as there may be shift in the mood of the customers or they might find better deal at competitor's store. Providing best deals, using optimised timers which gives a sense of time limit in customers mind. Creating different modes Depending on the attention spans of various categories of customers.
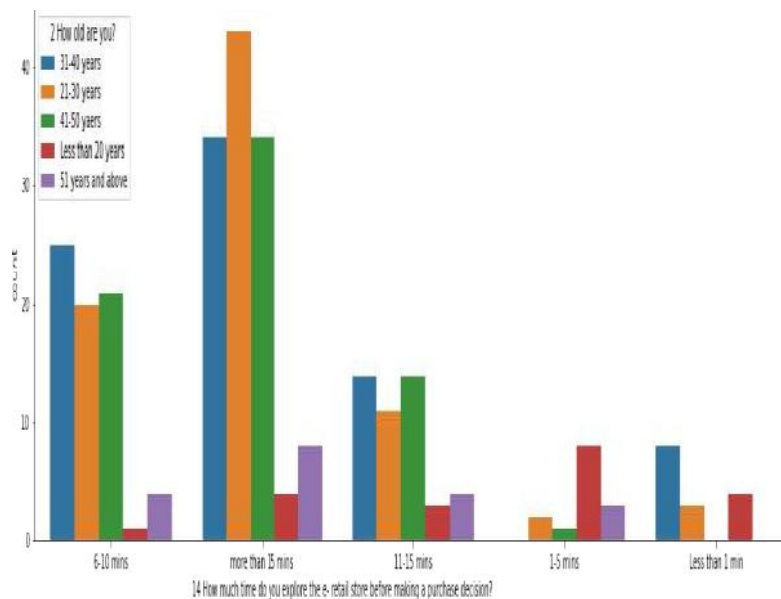
Further categorized on gender basis
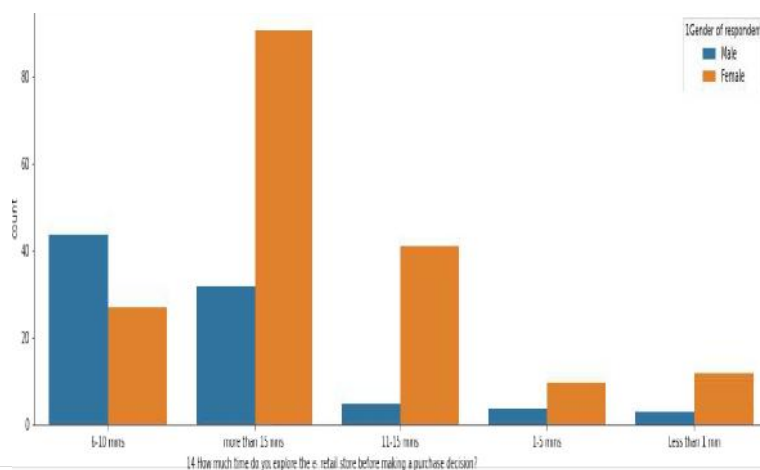
Women are found to spend more time than men when it comes toonline shopping as observed from the above plot

Most customers are found to spend more than 15min before makingan actual purchase decision

Another plot describing decision time based on the age categories

Plot describing relationships between how frequently someone abandon the bag and the reason they abandon the bag
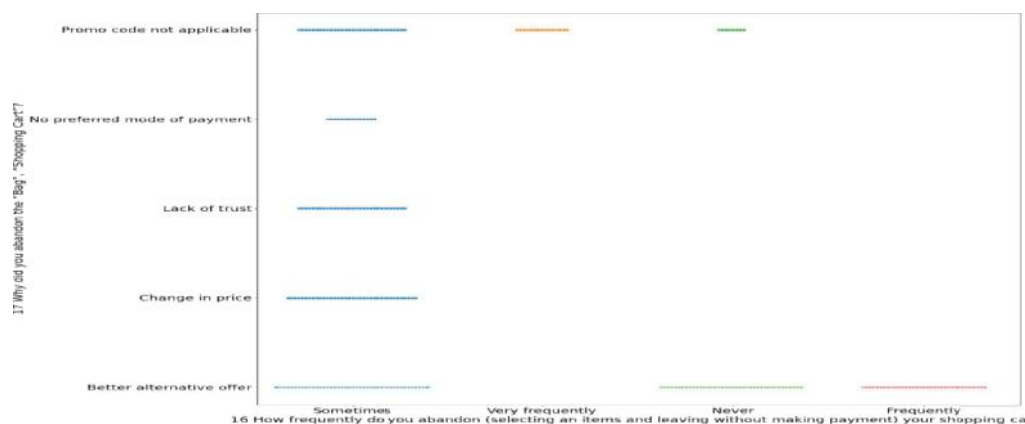
- It can be observed very easily that customers who frequently abandon the bag/cart is because the promocodes are not applicable

- There is no unique pattern for those who lie in "sometime" category

They are likely to abandon the bag in all cases

Steps that can be taken:

- Informing about the schemes/policies in a very clear way so that customers should not feel like being clickbated which may destroy the reputation of store

- Regular feedbacks, follow-ups for those who have items in the cart and they are not making the purchase

- Rewarding those who very rarely or never abandons the bag/cart giving them a sense of importance which further will help in retaining those customers

Importance of complete detailed information of listed seller and about the product in a purchase decision

20 Complete information on listed seller and product being offered is important for purchase decision.
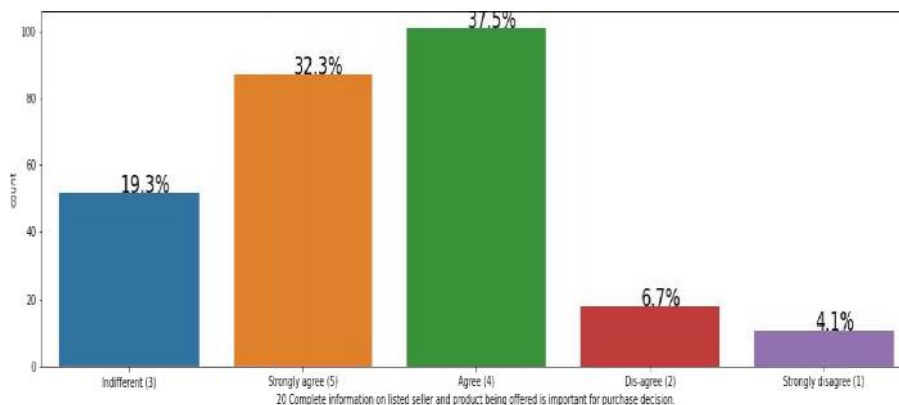
Product descriptions are an important aspect of an e-commerce business. Unfortunately, they often get overlooked or underutilized. It is easy to fill this area with unappealing information, or just to copy the factory specifications from your supplier. This should be avoided at all costs. Although it may take some time, we advocate having strongly written product descriptions which can help to increase sales and revenue for your company. A product description is used to show a products value to a potential customer on your website. If done well, it will provide features and benefits of the product which will influence a potential customer to purchase. A product description should include a description on how it can fix a customer's problem. Many times, customers go shopping to find a solution to a problem, this is a perfect area to highlight why your product is the best for them.

When customers shop online, they prefer having all the details about a product. On the basis of

this, they decide to either buy or not buy. So, when you list your products, make sure that you mention as many specifics as possible.

Listing products also helps in these ways:

- Providing a detailed description ensures that the customer has all the information at the time of shopping. This may help boost your sales.

- The more information you provide about your products, the more their visibility improves.

- Transparency helps in getting good ratings and reviews from customers.

Below are some of the tips that we have created to help you get the most out of your product descriptions:

) **Write Your Product Descriptions**
) **Tell a Story**
) **Write For Your Target Audience**
) **Test Descriptions**
) **Details**
) **Easy To Read**
)

Plot to check the dependency of " trust that online store will make it delivery on time" on convenient payments methods
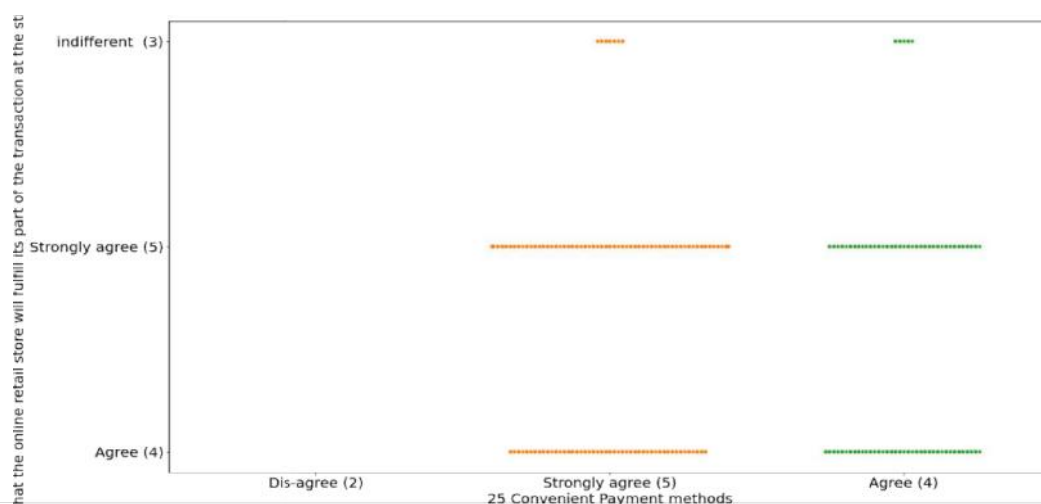
While setting up a fully functional online store/ eCommerce website, you must make sure that the online store enables online payments from your customers. Selecting the right type of payment method is essentialand a critical task for eCommerce.

There are different types of payment methods and they vary from business to business. You must figure out which payment method willsuit the nature of your business and at the same time appeal to your customers. Long gone are the days where only cash was used for accepting payments. Thanks to technology, there are various instant payment methods available. Also, with new players like UPI, mobile payments, mobile wallets, etc. payment space is shifting more towardsthe digital side.

No doubt, it is important to choose a payment method that is suitable for your business, but you also must consider other affecting factors. One of which is customer interaction.

People nowadays are using more than one online payment method. They are trying to tailor the application and method as per their convenience. And that is the main reason, an eCommerce site should provide more than one payment method. By enabling different payment methods, your online store can enhance the opportunities of conversion.

Assistance /support as a important feature hued with multiple channels for assistance /support

27 Empathy (readiness to assist with queries) towards the customers
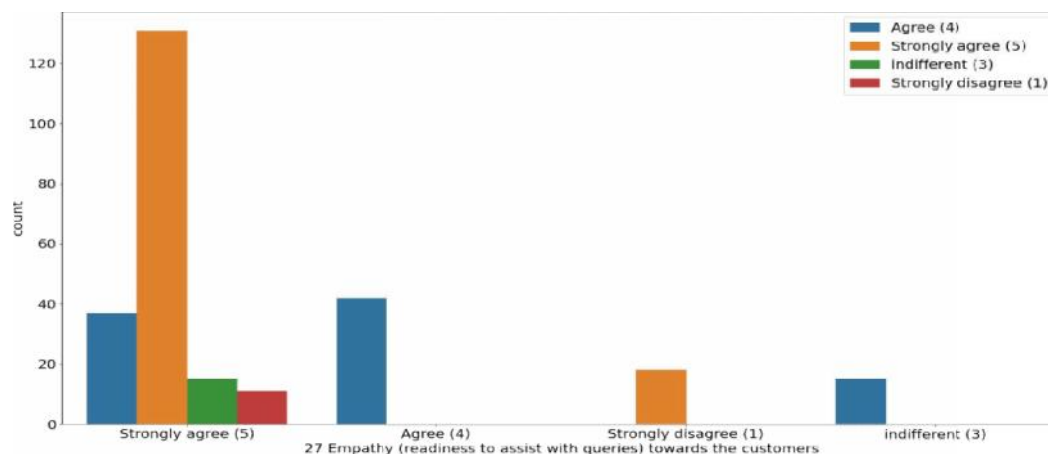
A decade back, social media apps like Instagram became popular as a way to stay digitally connected to your near and dear ones. Since its inception, platforms have Facebook, Instagram and Pinterest have seen many transformations and upgrades. With the recent surge in online consumerism, it was only natural for these platforms to shift towards a more eCommerce-centric approach. This shift has brought forth a change in the way online businesses look at their "customer experience". Ecommerce businesses are incentivized to gauge their brand image in terms of social currency accumulated over a number ofchannels.

An eCommerce business cannot survive solely on one channel anymore. The discovery of new products has evolved in the last five years. Instagram, Facebook, and even TikTok have become the default shoppers' choices. A multichannel experience, which used to be a differentiator, has become the table stake in the eCommerce industry. Your customer needs to talk to you NOW. And they want to do it on their preferred channel.

Take on importance of privacy on influencing the decisions

28 Being able to guarantee the privacy of the customer
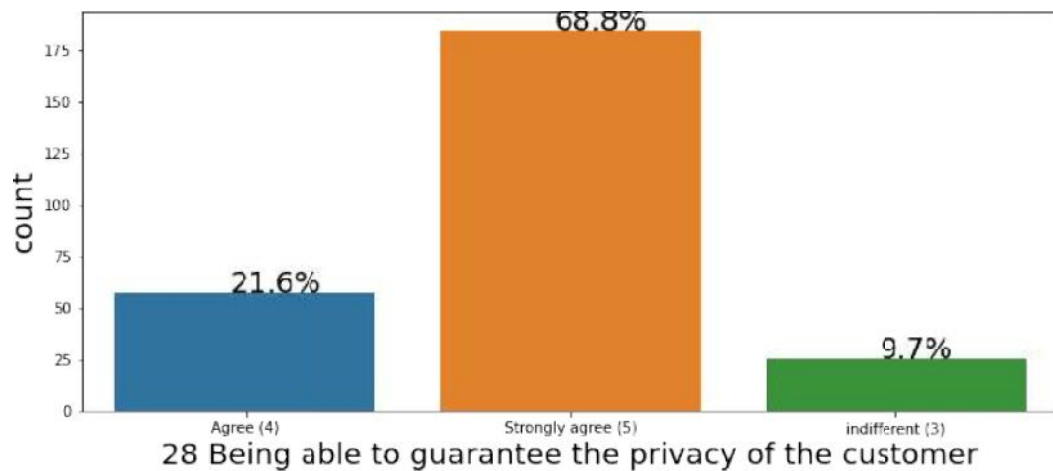
Relationship between "having monetary benefits and discounts" with enjoyment derived from shopping online

30 Online shopping gives monetary benefit and discounts
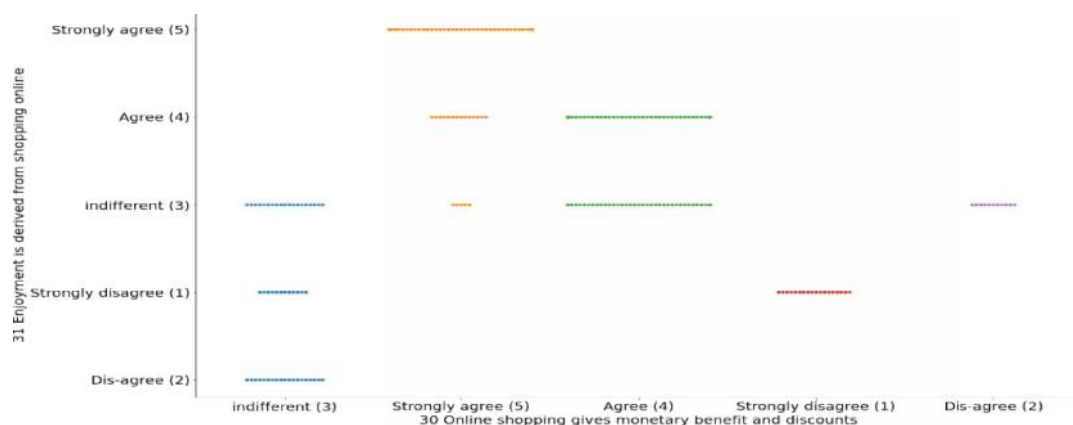
Customer satisfaction is crucial to the success of your business. No matter how innovative your product or competitive your pricing, if your customers are ultimately unhappy, they are not going to stickaround.

Is buying something online cheaper than buying it in the store?

In many cases, it is! Some online stores and platforms will offer yearly subscription services that offer discounts and free shipping for every item bought. Even when this is not the case, online buyers can save
money because they can easily compare prices for the best possible deal.

When your competition is only a click away, there is a huge incentive to offer the lowest possible prices. Price has always been a critical component of ensuring sales, and the ease of price comparisons on theweb, is an important benefit to online shopping.

Another price advantage of online shopping is that, depending on the state, many online stores do not charge sales tax, giving a huge competitive advantage to online retailers. But what about shipping prices?

 Many stores will offer free shipping charges if you purchase a certainamount.

Considering loyalty program as a benefit of online shopping
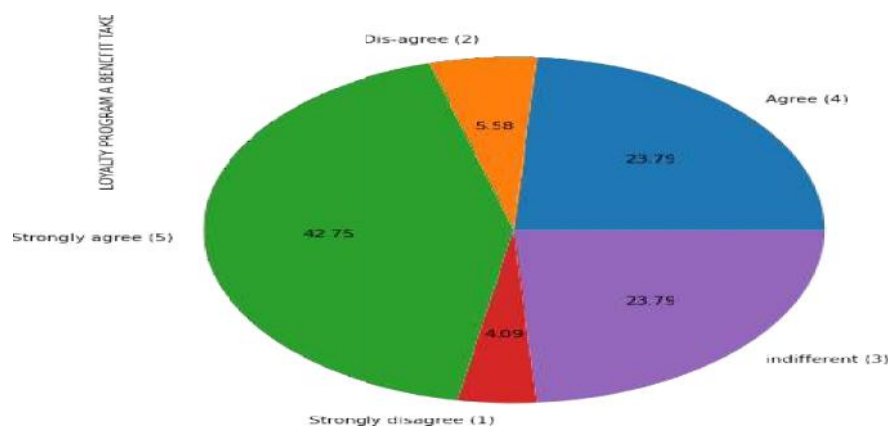
When the eCommerce industry was less crowded and people had limited options to shop online, Brands did not use to be much concerned about losing customers. Since the choices were few, peopleused to shop from the same brand from which they shopped earlier.

But today, when the eCommerce sector has hugely expanded, people have countless options to shop from. This led to brands losing out customers to their competitors, and hence loyalty programs came intoexistence.

A Loyalty Program is a marketing strategy used by Brands where theyreward incentives or loyalty points to the shoppers every time they purchase from their website/store. The points are awarded so that the customer continues to shop from the same brand in his/her future purchases.

**Benefits of a loyalty program are as follows:**

1. Improved customer retention
2. Increase in sales
3. Loyalty programs are cost effective
4. Takes customer relationships to the next level
5. Grow brand awareness
6. Loyalty programs make customers happy , more than half ofcustomers agrees to this fact as observed from the plot

Satisfaction and trust relationship:
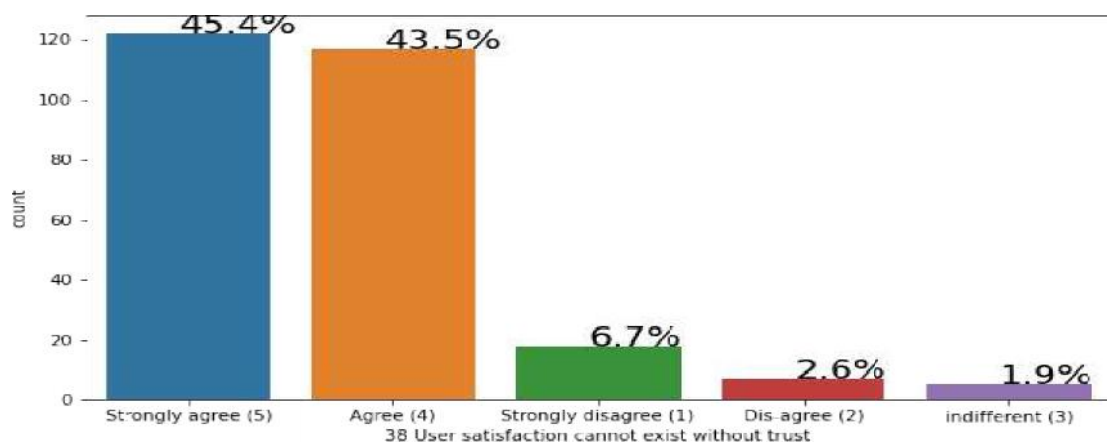
- This might be one of the most obvious as well as one of the most important relationships to be taken into consideration when it comes to selecting the features

- Huge number of positive responses in this category tells thattrust is what most of the customers seeks online

- As businesses work on the principle of customer satisfaction this relationship and analysis cannot be ignored

Patronizing the online stores take:

42 The Convenience of patronizing the online retailer
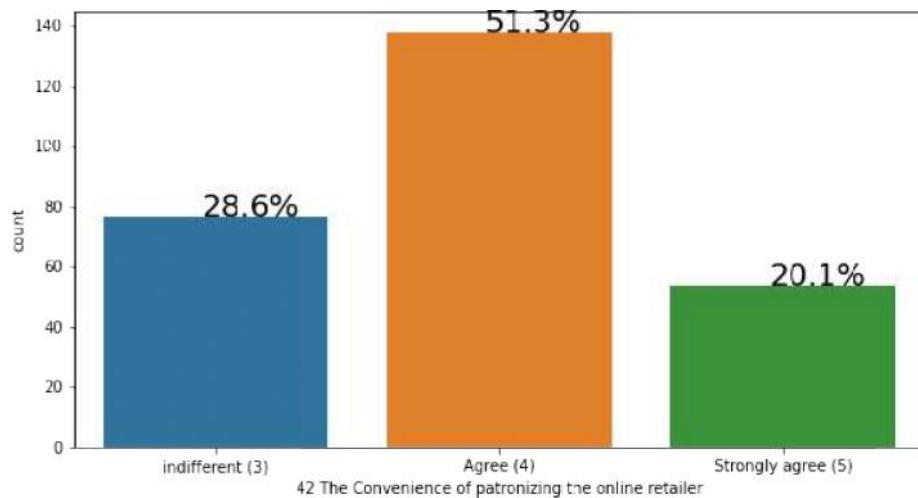
EMOTIONAL PATRONAGE BUYING MOTIVES OF ACUSTOMER

Emotional patronage motives depend upon the mentality of consumers. Customers become attached to a particular dealer or store. Emotionally, the buyer develops a sort of '*soft corner* 'towardsa particular shop. While doing so, the customer does not apply his intelligence and judgement in buying goods. Rather, he is carried away by his emotions

The following could be the reasons for such a behaviour:
Appearance:

Sometimes, customers are attracted to a particular shop because ofits appearance. A well decorated, colourfully lit, clean and well- furnished store with all modern amenities tends to attract the attention of customers.

Recommendations:

Customers also visit a shop on the recommendations of their friendsand relatives. Usually, these friends and relatives could be the satisfied customers of that shop. As a result, they recommend the store to others.

Imitations:

Mostly, customers are motivated to follow others, since it often seems easier. Customers enter a shop imitating other. This motive isstronger in case of ladies. However, this motive is a short-lived one and does not remain long.

Prestige:

There are several customers who possess immense wealth. For themthe sole buying motive is the prestige and superiority. The motive of prestige is so strong in them that they purchase articles which they may not need at all. Sometimes, they also buy the very best and most expensive product of the market. In order to maintain their dignity, they purchase goods even at a higher price. These people continue to patronize a shop or a dealer as a matter of prestige

Habit:

Consumer loyalty is developed out of consumer habit. Once a customer is emotionally attracted to a particular store, he continuesto patronize the same. It is so with grocers, tailors, beauty parlours, restaurants, etc. It becomes a habit to go to a particular outlet almost mechanically. The customer sells himself to that outletautomatically.

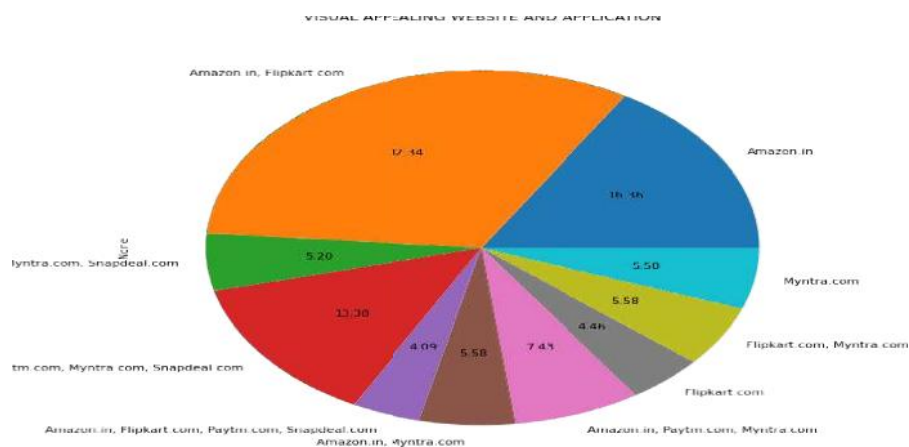# Plot describing sense of fulfilment of certain roles:
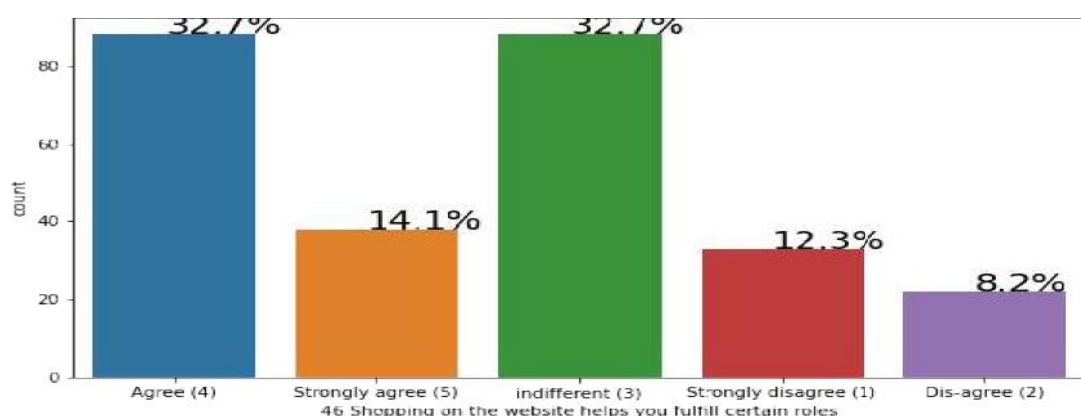
Value for money as a feature:
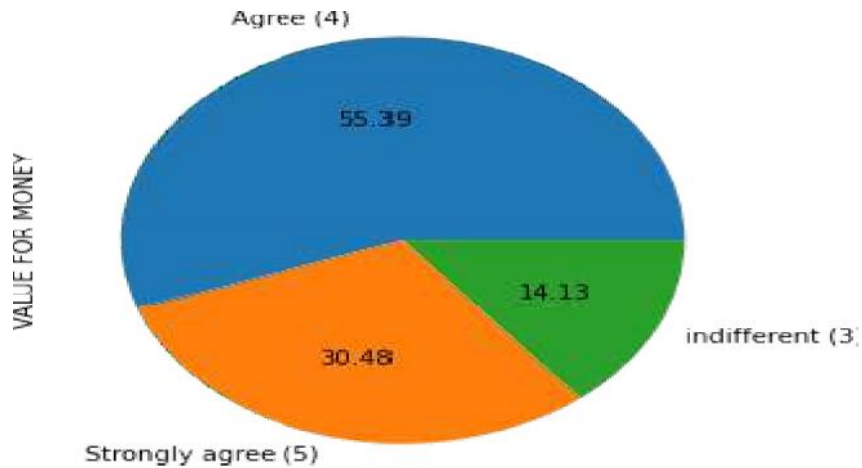
A price discount is a very prevalent marketing strategy to attract consumers by providing an extra value or incentive, which encourages consumers to purchase the promoted products immediately.

Visual appealing website and application

Visual content, when used effectively, is powerful. It can help you inspire and encourage shoppers to engage, convert, and form a preference for your online retail store.

It is, therefore, crucial to have a mix of product videos, images, and user-generated content to showcase your product on the e-commerce store. Doing this can help you improve user experiences and convincevisitors that your product is a must-have.

VISUAL CONTENT APPEALS TO USER:

The first impression a user has of your products can have a lasting impact on how they perceive your business. It is, therefore, importantto set a good first impression.

If the visual content on your ecommerce store does not appeal to them, your target customers will not even consider buying. A poorly-designed ecommerce site can also make you look untrustworthy. You should build a beautiful website with attractive visuals that draw in your target audience and encourage them to engage with it. You can use professional design templates and customization options that most web development platforms offer. While you are designing your product pages, keep it simple. Do not use too many calls-to-action, paragraphs, or links. They dilute the potency of information you want your audience to see and the actions you want them to take.
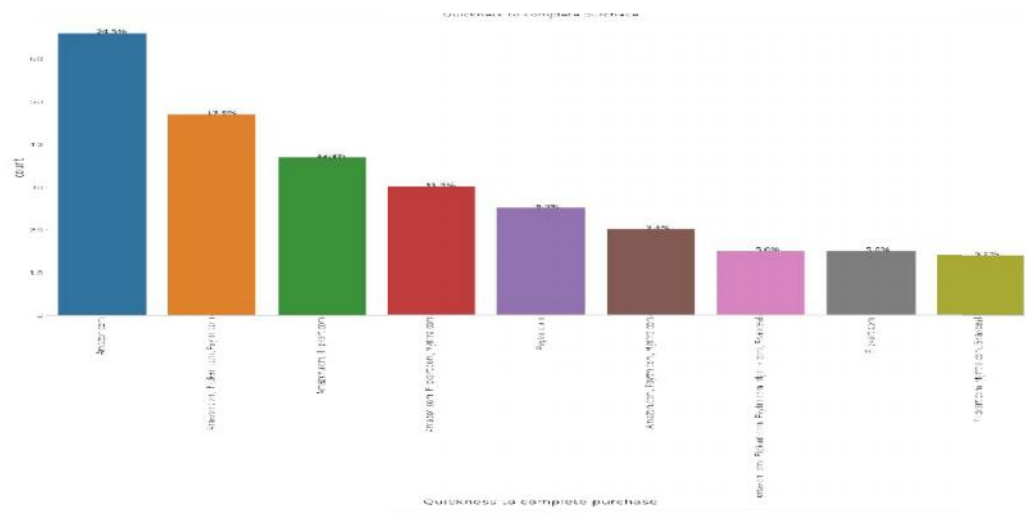
And how does attractive visual content help your online business?

It can increase credibility and trust with your target audience. Havingattractive visuals can also help you increase engagement and sales.

VISUAL CONTENT BREAKS DOWN COMPLEX INFORMATION
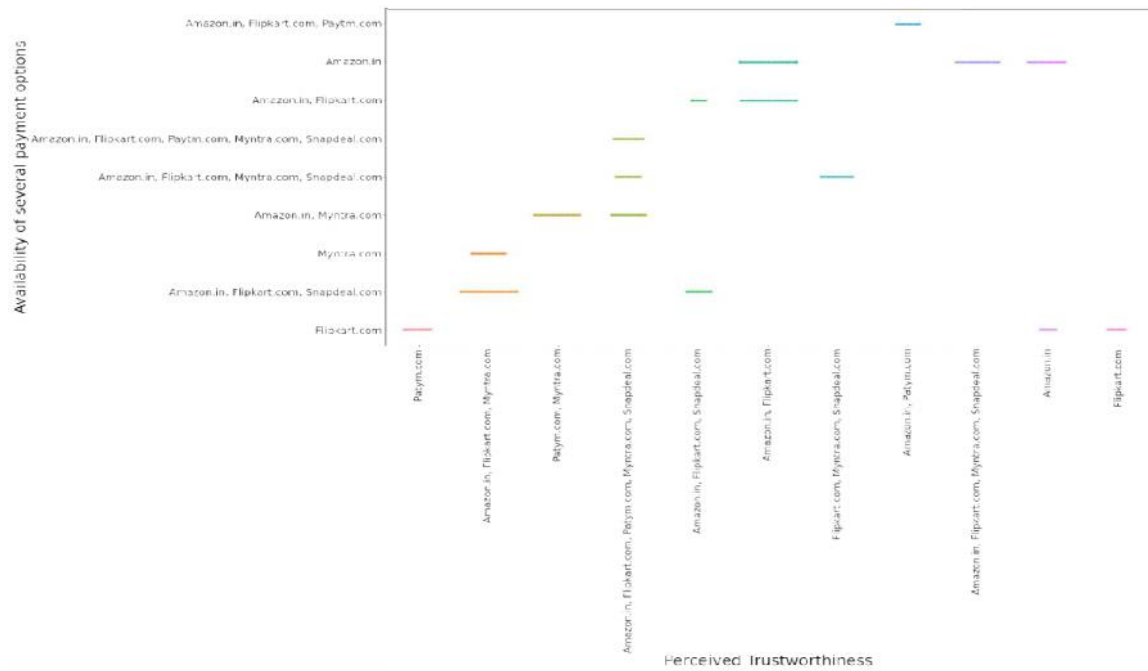
OFTEN OFFERS SOCIAL PROOF

Quickiness to complete purchase:

It is important that brands understand what drives shoppers to the cart and keeps them coming back. Consumers should not have to make sacrifices for speed, just as retailers should not have to surrender the sale due to slow loading times on their site. Our findings show that the seamless, one-click experience consumers expect when shopping on social media is quickly becoming the normfor online purchases overall—making eCommerce brands that prioritize efficiency and speed well-positioned to win out in the busy holiday season, and beyond.

As post-pandemic consumer expectations continue to skyrocket, sotoo does their need for digital shopping speed. Nearly one-half of
U.S. online shoppers now say it's more important for them to be ableto buy something quickly than it is to have a large selection of items to choose from, according to the inaugural eCommerce Trends Report released by headless commerce solution, "Pack".
The report also illustrates the impact website speed and ease of usehave on consumers' path to purchase and brand loyalty, with many shoppers saying they will turn to competitors if they cannot find what they need after one (fruitless) search, or if a site takes too longto load. Perhaps most surprising, almost one third of shoppers said they would be willing to wait up to three days longer to receive an item if they had an easier and faster shopping experience.

Plot describing relationship between "perceived trustworthiness" and "availability of several payment option:

Longer time in displaying graphics and photos:

Longer time in displaying graphics and photos (promotion, sales period)
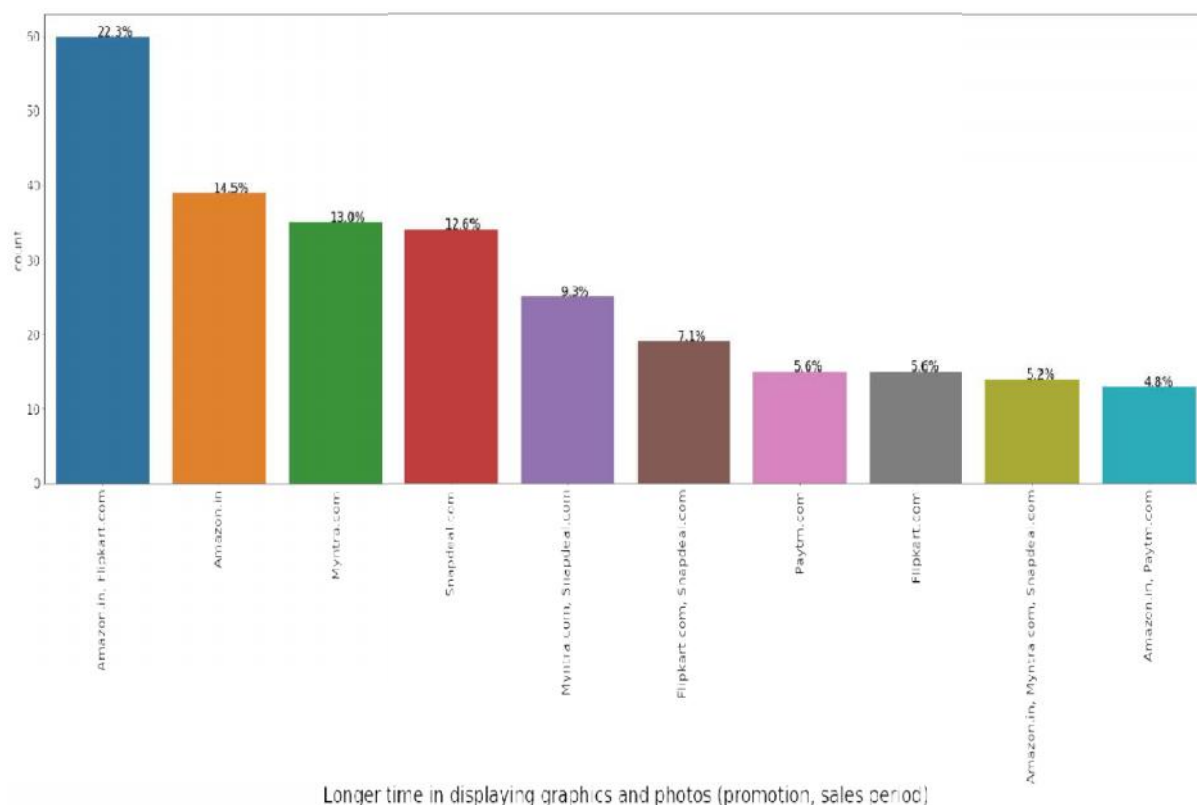
In a world of instant gratification, it is crucial for businesses to keep the customer experience moving with a fast-loading ecommerce website. Research shows that if an ecommerce site loads slower thanexpected, visitors are less likely to make a purchase. Often, the main culprits of a slow website are large, under-optimized images.

While image quality is certainly important for creating great productphotography, image optimization is the real secret to building a successful online store. Learning how to optimize images can yield big rewards, from reducing site load times to enhancing your brand to attracting shoppers perusing Google images.

IMAGE OPTIMIZATION MAY HELP

Image optimization is about reducing the file size of your images as much as possible, without sacrificing quality, so your page load timesremain low. It is also about image SEO— that is, getting your banner and product images to rank highly on Google and other image searchengines.

Image optimization for web and mobile exists to make web pages load faster. They create a better browsing experience for shoppers.

Longer delivery periods plot:
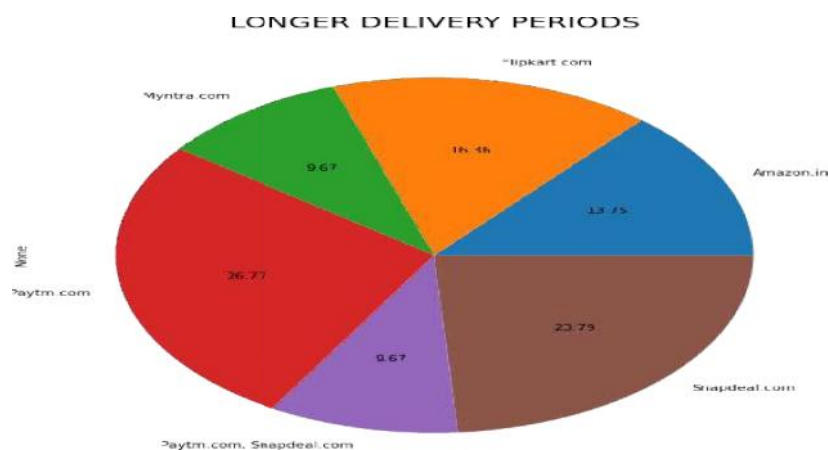
For e-commerce retailers, a successful sale is not considered completeonce a customer finalizes their purchase during the checkout process. The process ends when the purchase arrives at the customer's home ontime and in good condition. And if it arrives late, it could be the last purchase the customer makes.

One study found that 69% of consumers "are much less or less likely to shop with a retailer in the future if an item they purchased is not delivered within two days of the date promised."

While replacing these lost customers with new ones may seem like a simple solution, it's not necessarily a smart one financially. Acquiringa new customer can cost anywhere from five to 25 times more than retaining an existing customer (numbers vary by study and industry). Whether the actual number lies closer to the low or high end of that scale, retaining customers is best for your business.

The best way to understand the real impact late deliveries can have oncustomer retention is to learn a few important metrics, which can also be key to measuring your business's own success in keeping your customer base satisfied.

Most recommended Indian e-stores:

Which of the Indian online retailer would you recommend to a friend?
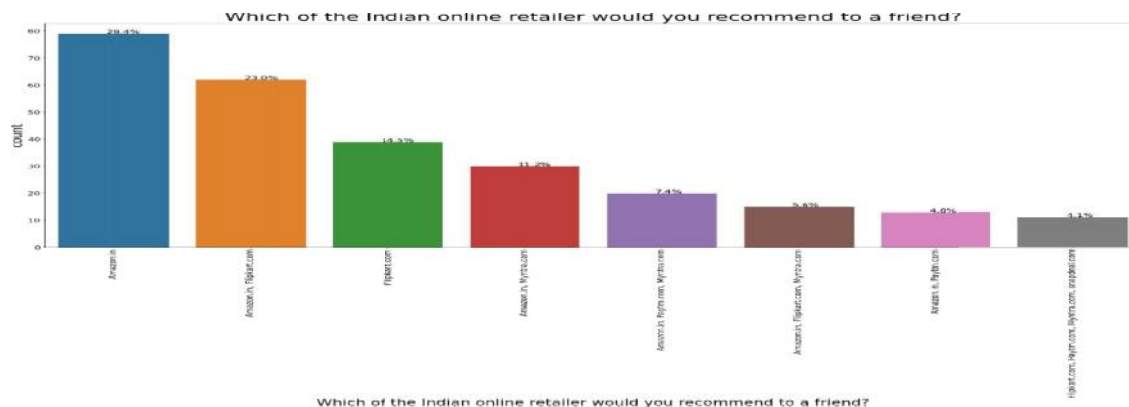
- WOM (word of mouth) marketing is one of the most powerful forms of advertising as 88% of consumers trusttheir friends' recommendations over traditional media.

- Companies can encourage WOM marketing by exceeding expectations on a product, providing goodcustomer service, and giving exclusive information to consumers.

Conclusion:

Based on overall observations, the first 47 features provide insights into how e-tailer is helpful & growing based on customer inputs. The data explained how the online platform has been used more often in which CITY,PIN CODE, AGE GROUP, etc. It also showed that in some factors there is less importance given to contribute to the success of an e-commerce store, so based on that we could remove those factors & keep all the important factors, also we could improve on some factors that influence the online customers repeat purchase intention. Apart from the first 47 features, the rest of the features showed which online platform has been used more based on the success factors. Based on the case study for customer activation & retention, Amazon is most reliable and has been fulfilled the customer requirements. After Amazon, data showed Flipkart has been used more for online shopping. The case study from Indian e-commerce customers showed Amazon and Flipkart has been used mostly for Online Shopping and most recommended by Friends. So, based on the research factors, Amazon & Flipkart are the e-commerce platform, which are having the combination of both utilitarian and hedonistic values to keep the repeat purchase intention (loyalty) positively.