

FLIP ROBO

Project Name: Customer Retention

Submitted by:

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Acknowledgement

The success and final outcome of the machine learning requires a lot of guidance and assistance from some people and I am extremely privileged to have got this all among the completion of my course and few of the projects. All that I have done is only due to such supervision and assistance and I would not forget to thank them.

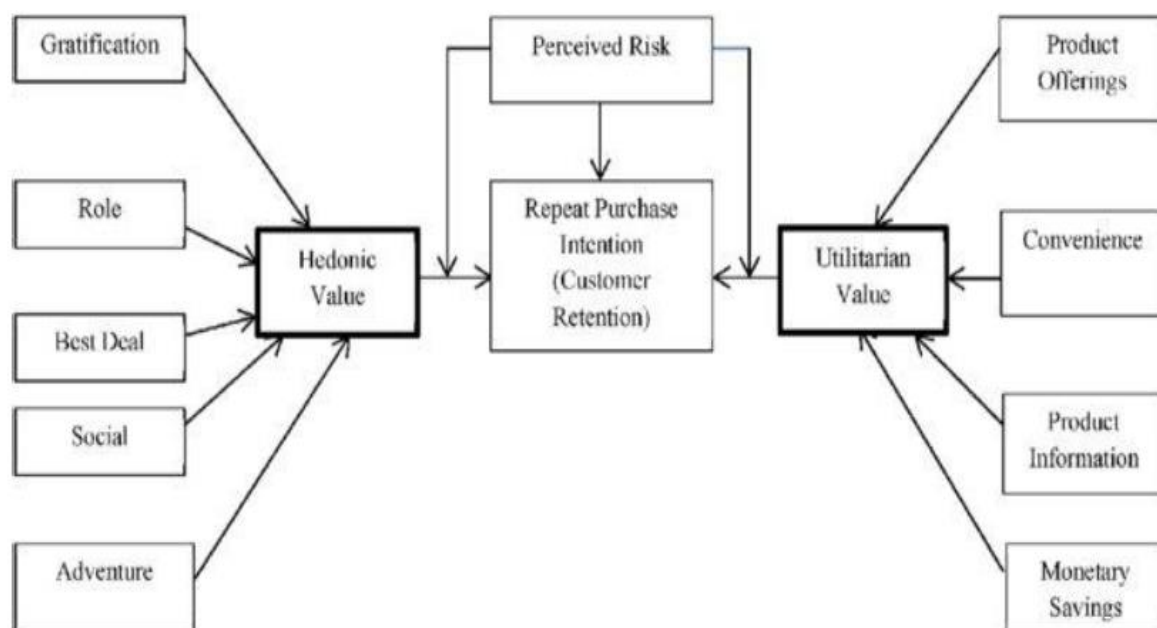
I respect and thank FLIP ROBO Technologies, for providing me this opportunity to do the carcerand project work and giving me all support and guidance, which made me complete the course.

I would like to thanks my mentor, Sapna Verma who guided me at every point of the project.

Introduction to Problem

E-retail factors for customer activation and retention: A case study from Indian e-commerce customers

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



Observation

Some general observation when while doing Exploratory Data Analysis

- Dataset have 269 rows and 71 columns
- All the columns are of object datatype except for pin code column which is of int type.
- There are no null values is the dataset.
- All the columns are of categorical types. There are no identifier or constant columns.

Divided the whole dataset into categories and doing the exploratory data analysis, such as:

a. Personal Detail:

- 'Gender of respondent',
- 'How old are you?',
- 'Which city do you shop online from?',
- 'What is the Pin Code of where you shop online from?',
- 'Since How Long You are Shopping Online?',
- 'How many times you have made an online purchase in the past year?'

b. Customer's device detail:

- 'How do you access the internet while shopping on-line?',
- 'Which device do you use to access the online shopping?',
- 'What is the screen size of your mobile device?',
- 'What is the operating system (OS) of your device?'

c. Customer activity before shopping

- 'What browser do you run on your device to access the website?',

- 'Which channel did you follow to arrive at your favorite online store for the first time?',
- 'After first visit, how do you reach the online retail store?',
- 'How much time do you explore the e- retail store before making a purchase decision?',
- 'What is your preferred payment Option?',
- 'How frequently do you abandon (selecting an item and leaving without making payment) your shopping cart?',
- 'Why did you abandon the *Bag., *Shopping Carte?'

d. Services

- 'The content on the website must be easy to read and understand',
- 'Information on similar product to the one highlighted is important for product comparison',
- 'Complete information on listed seller and product being offered is important for purchase decision.',
- 'All relevant information on listed products must be stated clearly', 'Ease of navigation in website',
- 'Loading and processing speed', 'User friendly Interface of the website', 'Convenient Payment methods',
- 'Trust that the online retail store will fulfill its part of the transaction at the stipulated time',
- 'Empathy (readiness to assist with queries) towards the customers', 'Being able to guarantee the privacy of the customer',
- 'Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)',
- 'Online shopping gives monetary benefit and discounts', 'Enjoyment is derived from shopping online',
- 'Shopping online is convenient and flexible',

- 'Return and replacement policy of the e-tailer is important for purchase decision',
- 'Fast loading website speed of website and application',
- 'Reliability of the website or application', 'Quickness to complete purchase',
- 'Availability of several payment options',
- 'Speedy order delivery', 'Privacy of customers. information',
- 'Security of customer financial information', 'Perceived Trustworthiness',
- 'Presence of online assistance through multi-channel'

e. Policies and commitments

- 'Offering a wide variety of listed product in several category',
- 'Provision of complete and relevant product information',
- 'Monetary savings',
- 'The Convenience of patronizing the online retailer',
- 'Shopping on the website gives you the sense of adventure',
- 'Shopping on your preferred e-tailer enhances your social status',
- 'You feel gratification shopping on your favorite e-tailer',
- 'Shopping on the website helps you fulfill certain roles',
- 'Getting value for money spent'

f. Website Specification

- 'Easy to use website or application',
- 'Visual appealing web-page layout',
- 'Wild variety of product on offer',
- 'Complete, relevant description information of products',
- 'Fast loading website speed of website and application',
- 'Reliability of the website or application',
- 'Quickness to complete purchase',

- 'Availability of several payment options',
- 'Speedy order delivery',
- 'Security of customer financial information',
- 'Perceived Trustworthiness',
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g. Feedback:

- 'Longer time to get logged in (promotion, sales period)',
- 'Longer time in displaying graphics and photos (promotion, sales period)',
- 'Late declaration of price (promotion, sales period)',
- 'Longer page loading time (promotion, sales period)',
- 'Limited mode of payment on most products (promotion, sales period)',
- 'Longer delivery period',
- 'Change in website/Application design',
- 'Frequent disruption when moving from one page to another',
- 'Website is as efficient as before'

Customers who shop more than 41 times a year shop from all the online brands, some of the people who shop for 32-40 and less than 10 times a year exclude Myntra. People shop from Amazon and flipkart whatever be the case.

Almost all the people who have shopped from amazon, flipkart and paytm are satisfied. People who shop from a greater number of online brands doesn't seem to be satisfied.

People shopping from amazon and paytm are getting benefits from the loyalty points, flipkart and Snapdeal also seem to give such benefits but people who shop from almost everywhere does not accept it.

Highest number of people have been shopping online for above 4 years except for the age group below 20 years and above 50 years. People who are shopping online for 1-2 years does not include teenagers and elder people.

Even though people who are shopping online for more than 3 years do not use the application rather use search engine and direct URLs in large number which indicates that online brands should update all their platforms rather than just application.

If we compare all sites, highest recommendation is for Amazon alone, then followed by Amazon and Flipkart, then amazon, flipkart, paytm depending on the efficiency of the website as before in spite of any kind of feedbacks (Positive or negative)

Conclusion:

- ✓ The cost of the product, the reliability of the E-commerce company and the return policies all play an equally important role in deciding the buying behavior of online customers. The cost is an important factor as it was the basic criteria used by online retailers to attract customers.
- ✓ The reliability and faith of the E-commerce company is also important, as it is even required in offline retail. It is important because customers are paying online, so they need to be sure of security of the online transaction.
- ✓ The return policies are important because in online retail customer does not get to feel the product in person. Thus, he wants to be sure that it will be possible to return if they don't like the product.
- ✓ Whereas, the logistics factor, which included Cash on delivery option, one day delivery and the quality of packaging plays a secondary role in this process though these are Must-be-quality. This is so because these all does not interfere with the real product and people believe that this is the basic value that E-commerce websites provide.
- ✓ All the websites were not equally preferred by online customers.
- ✓ Amazon was the most preferred followed by Flipkart. This can be explained easily by previous result that we got.
- ✓ These two companies are most trusted in the industry and hence, have a huge reliability.
- ✓ The sellers listed on these websites are generally from Tier 1 cities as compared to Snapdeal and Paytm which have more sellers from tier 2 and 3 cities.
- ✓ Also, these websites have the most convenient return policies as compared to others and also the time required to process a return is low for these.

Thank You