


Customer Retention Case Study

Submitted by :-

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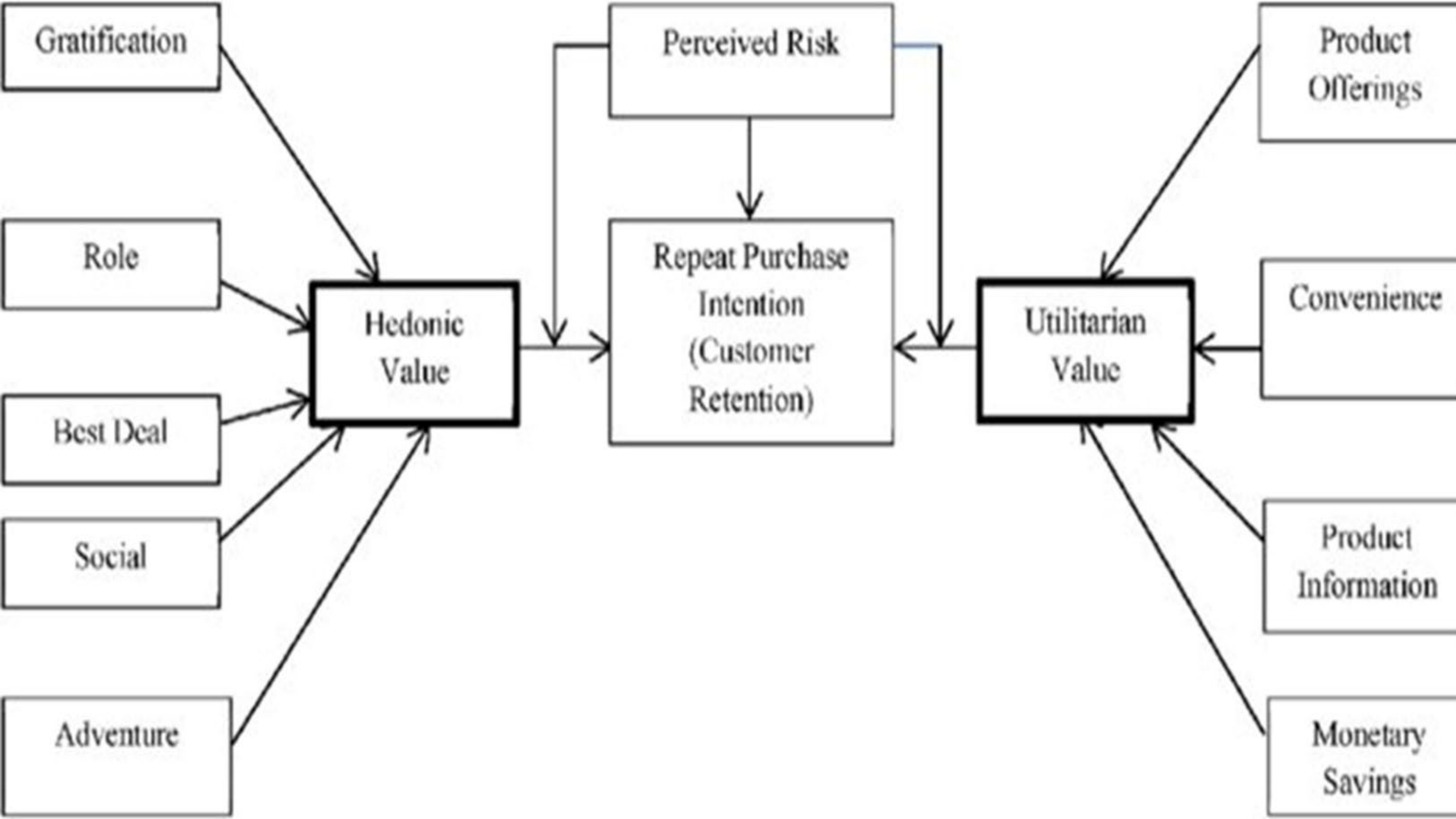
INTRODUCTION

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 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.

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- Customer satisfaction is the most important factor, that guarantees the success of an online store. In this project, we will be exploring the different factors that ensures customer satisfaction and retention.

Problem analysis

- Retention analysis (or survival analysis) is the process of analyzing user metrics to understand how and why customers churn. Retention analysis is key to gain insights on how to maintain a profitable customer base by improving retention and new user acquisition rates.
- Overall, this analysis allows you to see how well your customer retention efforts are working. Without it, you may end up spending your marketing budget inefficiently



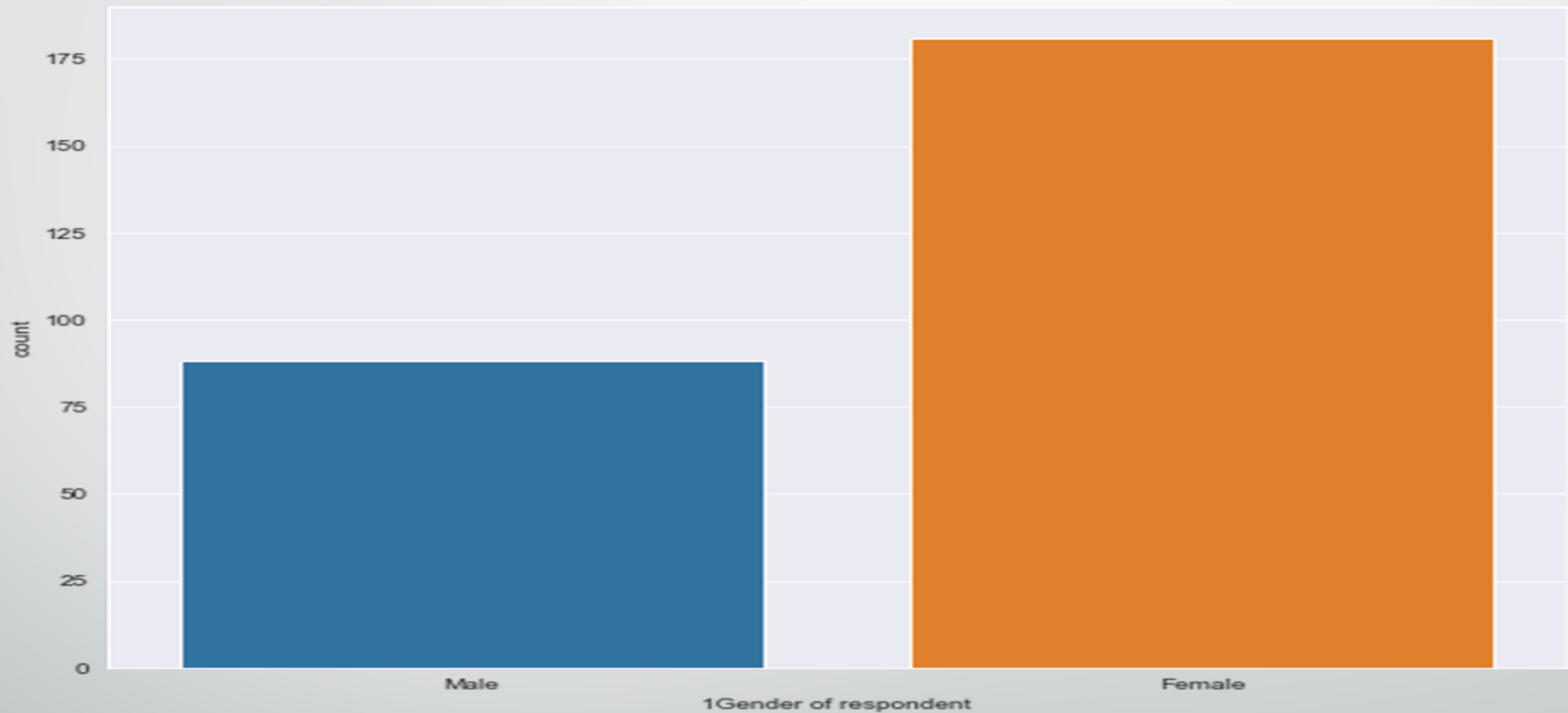
ANALYTICAL PROBLEM

- First we check the information of the given dataset because it tells that how many rows and columns are present in our dataset and data type of the columns whether they are object, integer or float.
- ➤ Drop duplicates rows if present in dataset. Then we check for the null values present in our dataset.
- ➤ If null values are present then fill it via mean, median or mode.
- ➤ We extract data from date column and make new columns like day, month and year to see the outcomes with our target column that is label.

Tools and Libraries

- 1. MATPLOTLIB
- 2. SEABORN
- 3. PANDAS
- 4. NUMPY

Visualizations



The dataset contains more female respondents than male

Visualizations

- We see the number of male and female customers with the help of count plot.
- ➤ We plot histogram to displays the shape and spread of continuous sample data.
- ➤ We also see the customers labels i.e male / female according to city and pincodes with count plot.
- We plot countplot to various factors affecting for customer retention.

Final Conclusion

- User-friendly: Ninety percent of customers felt that the website should be user-friendly. Any e-commerce website's navigation is critical to its success. It should be neat, straightforward, and simple to use. To ensure that customers do not become confused while surfing the website, online stores should build easy-to-use navigation.
- Customer Privacy Policy: Being able to guarantee the customer's privacy: This was approved by 92 percent of customers. Customers are worried about illegal access to their personal information. For every e-commerce website, establishing client trust is critical. An e-commerce privacy policy statement clarifies how your company collects, manages, and uses data from site users.
- Providing high-quality information on the website/application: 90% of customers feel that all necessary information about the products offered on the website should be explained properly. One of the most important issues for every e-commerce website is content. Simply listing a product name and image on a product page and expecting purchases to come in isn't enough. Creating an appealing collection of product data, whether it's dimensions, MPNs, or other information