



# CUSTOMER RETENTION ANALYSIS

Submitted By:

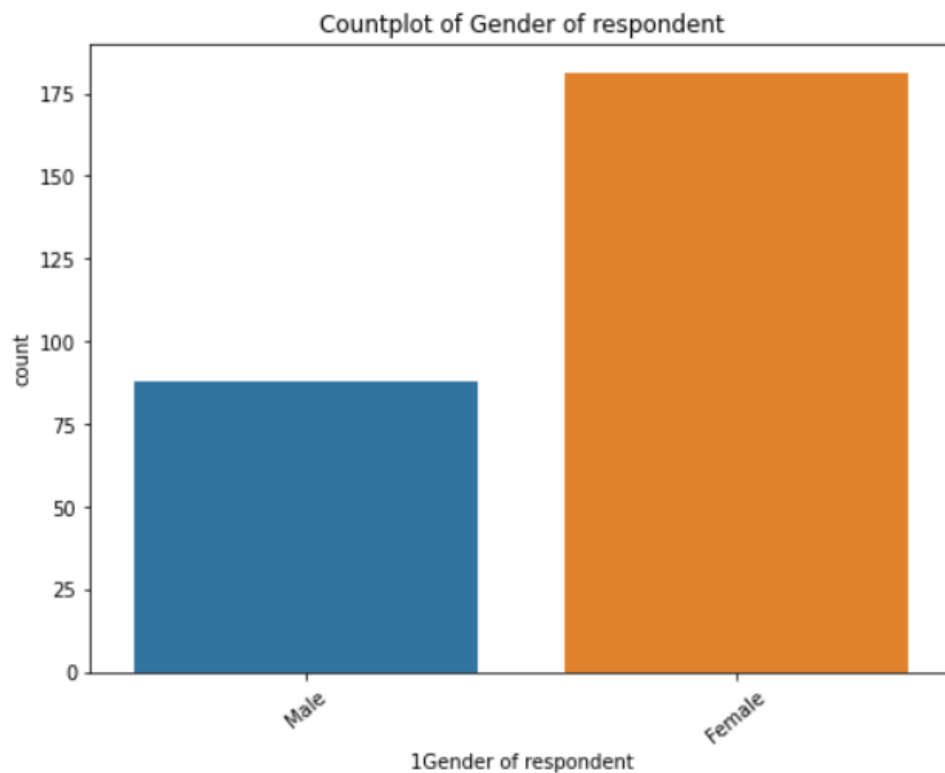
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## PROBLEM STATEMENT:

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

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.

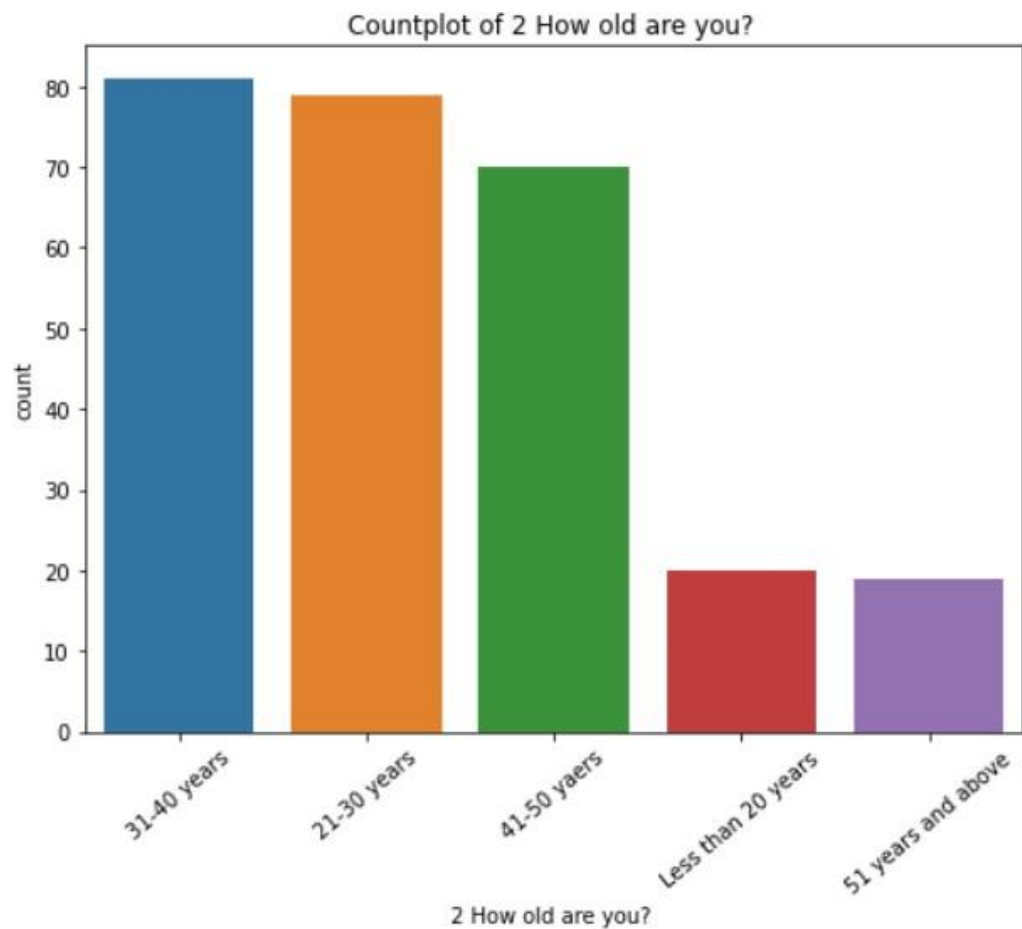
# DATA ANALYSIS



```
Female    181
Male       88
Name: 1Gender of respondent, dtype: int64
```

## Observation:

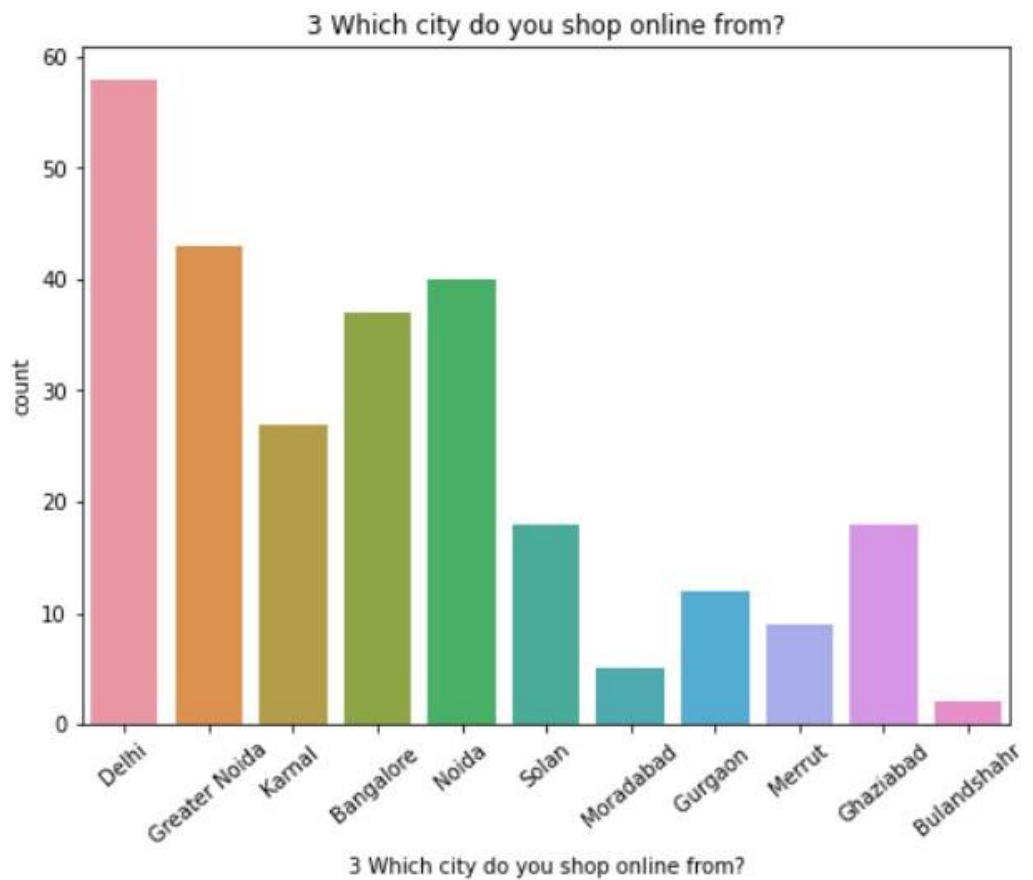
Majority, 181 of the customers are Female whereas Male are 88



```
31-40 years      81
21-30 years      79
41-50 yaers      70
Less than 20 years  20
51 years and above  19
Name: 2 How old are you? , dtype: int64
```

Observation:

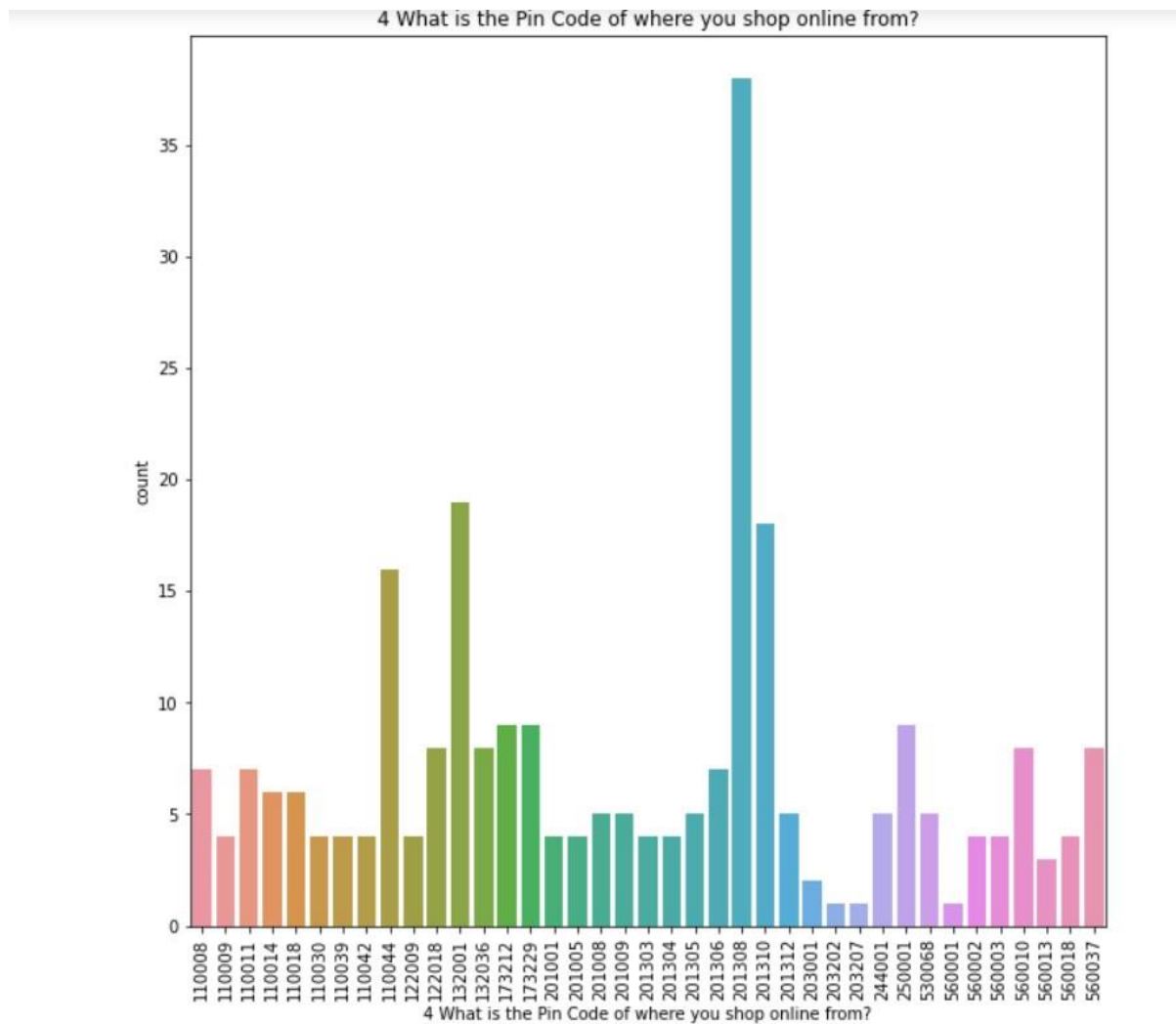
Majority, 81 of the customers are from age group 31-40 years.



|               |    |
|---------------|----|
| Delhi         | 58 |
| Greater Noida | 43 |
| Noida         | 40 |
| Bangalore     | 37 |
| Karnal        | 27 |
| Solan         | 18 |
| Ghaziabad     | 18 |
| Gurgaon       | 12 |
| Merrut        | 9  |
| Moradabad     | 5  |

Observation:

Majority, 58 of the customers placed the order from Delhi city.



Observation:

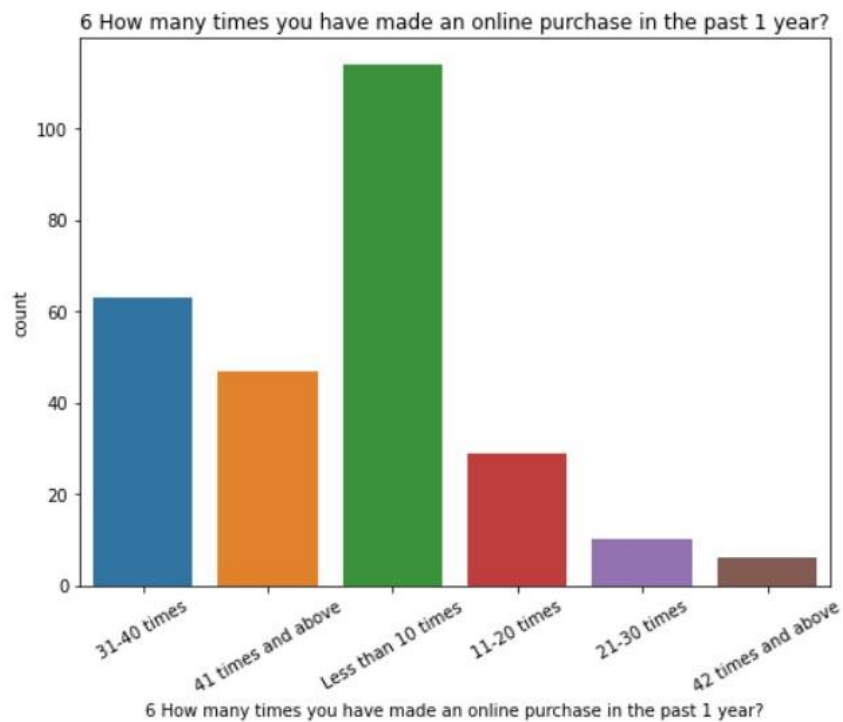
Majority, 38 of the customers placed an order from the pincode 201308



```
5 Since How Long You are Shopping Online ?
Above 4 years      98
2-3 years          65
3-4 years          47
Less than 1 year   43
1-2 years          16
Name: 5 Since How Long You are Shopping Online ?, dtype: int64
```

Observation:

Majority, 98 customers are shopping since above 4 years.

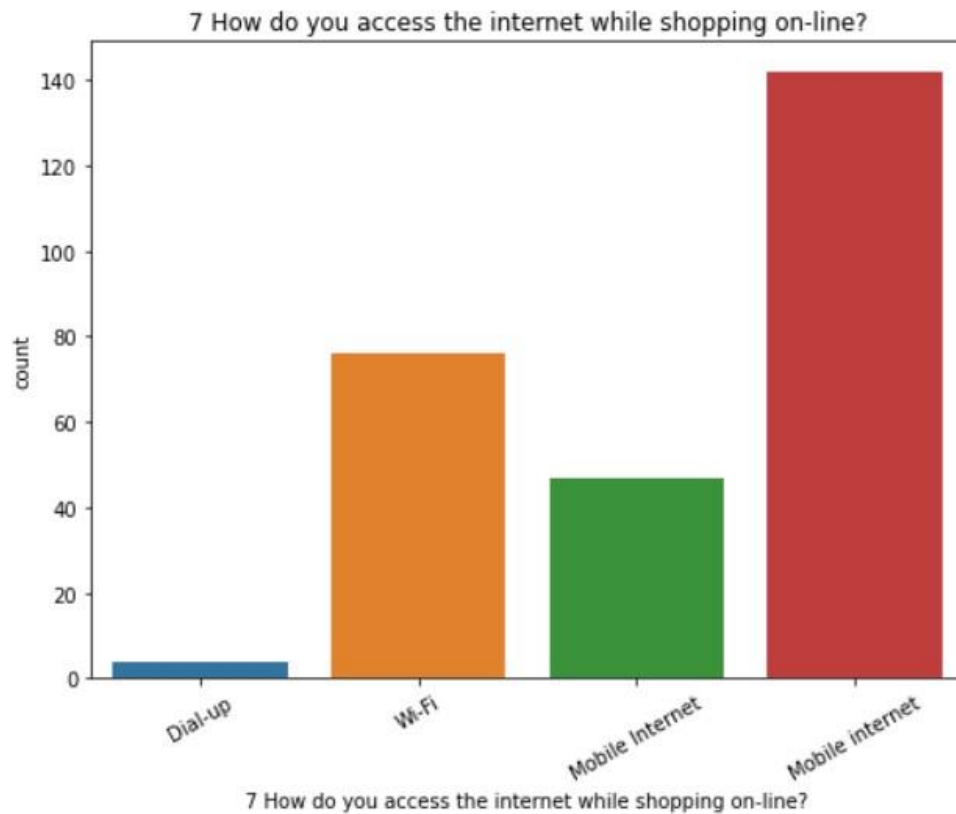


```
Less than 10 times    114
31-40 times          63
41 times and above   47
11-20 times          29
21-30 times          10
42 times and above    6
Name: 6 How many times you have made an online purchase in the past 1 year?, dtype: int64
```

### Observation:

Majority 114 of the customers have made less than 10 times online purchase in the past 1 year

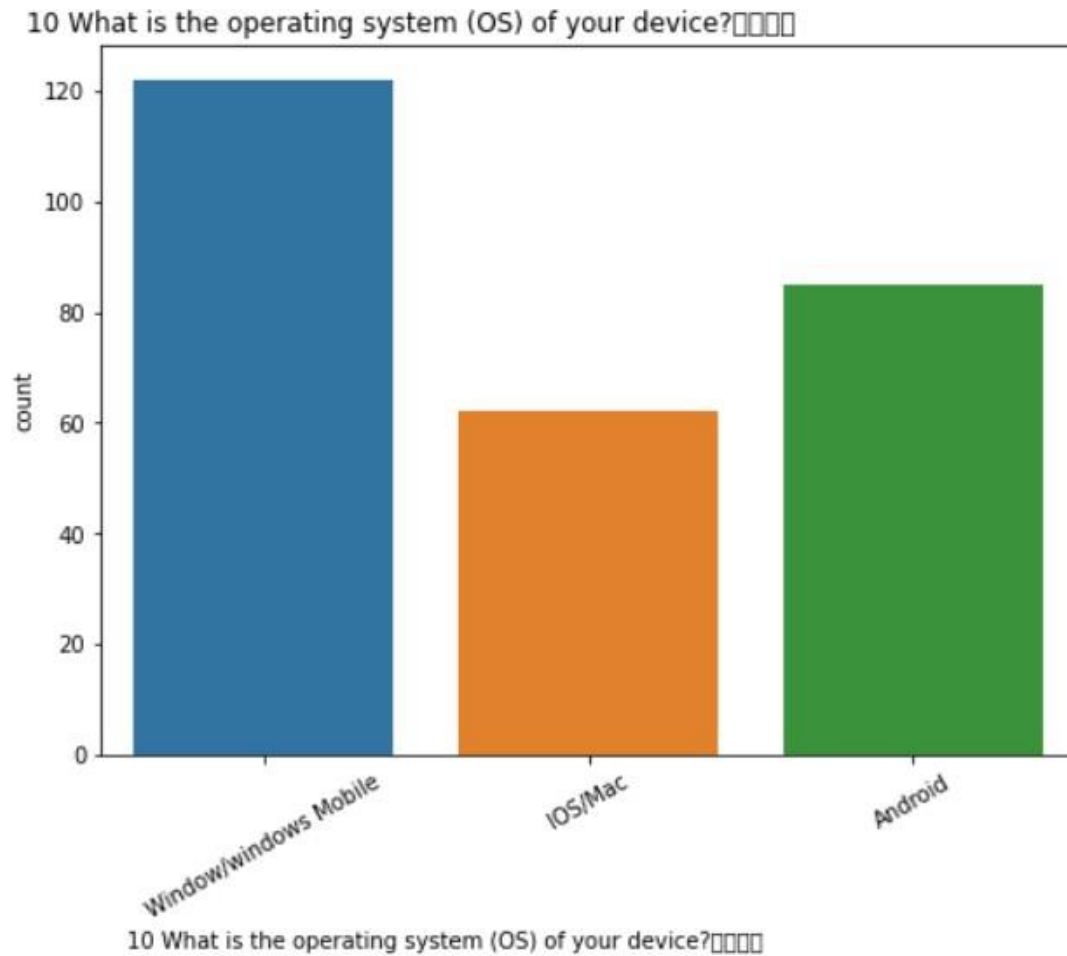




```
Mobile internet    142
Wi-Fi              76
Mobile Internet    47
Dial-up            4
Name: 7 How do you access the internet while shopping on-line?, dtype: int64
```

Observation:

Majority, 189 customers use Mobile internet while shopping online.

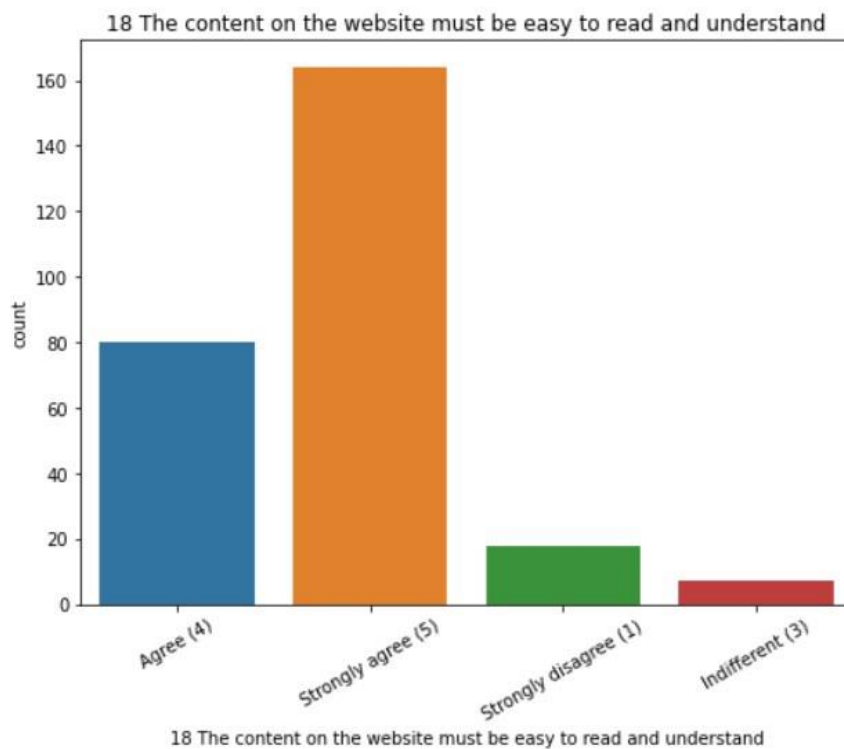


|                       |     |
|-----------------------|-----|
| Window/windows Mobile | 122 |
| Android               | 85  |
| IOS/Mac               | 62  |

Name: 10 What is the operating system (OS) of your device?\t\t\t\t

Observation:

Majority, 122 customers device operating system is Window/windows mobile

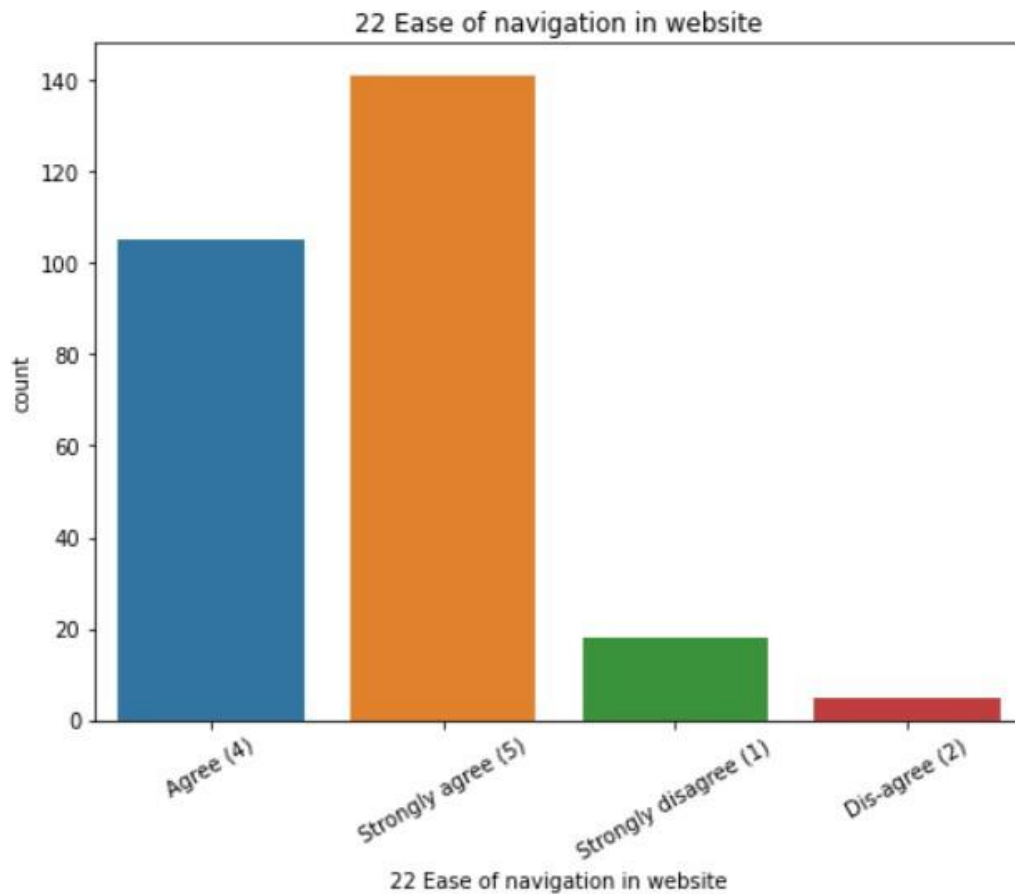


```
Strongly agree (5)    164
Agree (4)             80
Strongly disagree (1) 18
Indifferent (3)       7
```

```
Name: 18 The content on the website must be easy to read and understand, dtype: int64
```

### Observation:

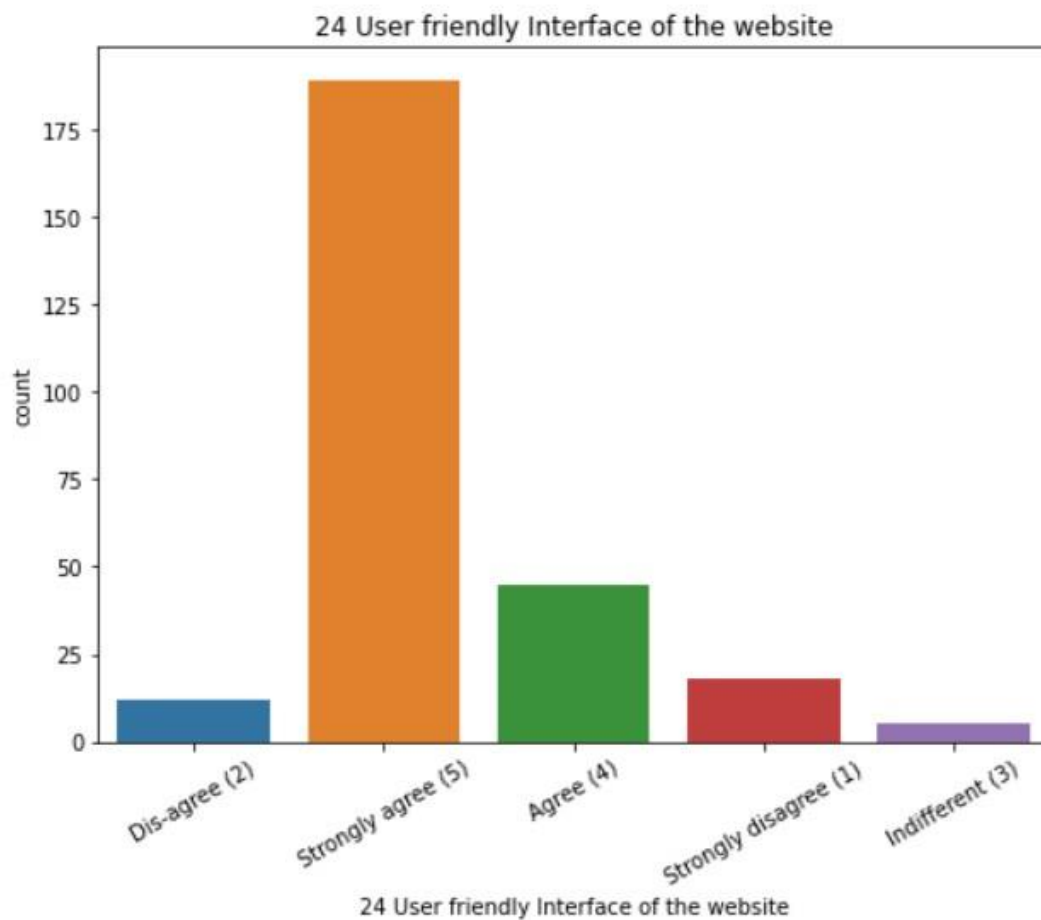
Majority, 164 customers strongly agree that the content on the website must be easy to read and understand



```
Strongly agree (5)    141
Agree (4)             105
Strongly disagree (1)  18
Dis-agree (2)         5
Name: 22 Ease of navigation in website, dtype: int64
```

Observation:

Majority, 141 customers Strongly agree to Ease of navigation in website



```

Strongly agree (5)      189
Agree (4)               45
Strongly disagree (1)  18
Dis-agree (2)          12
Indifferent (3)         5
Name: 24 User friendly Interface of the website, dtype: int64

```

Observation:

Majority, 189 customers Strongly agree to User friendly Interface of the website

## CONCLUSION

Retention analysis is an integral part of your customer retention and marketing strategies. By taking full advantage of the data you collect by tracking customer behavior, requesting feedback, and studying important metrics, you can decrease the churn rate, improve customer satisfaction, and boost your revenue.

- **Limitations of this work and Scope for Future Work**

We are able to properly analyse the valuable feedback of the customers but given, the dataset was very small as it may result in bias understanding. If we are able to increase the feedbacks from more customers all over it would provide a great understanding of the strategies we will have to use to improve customer retention.







