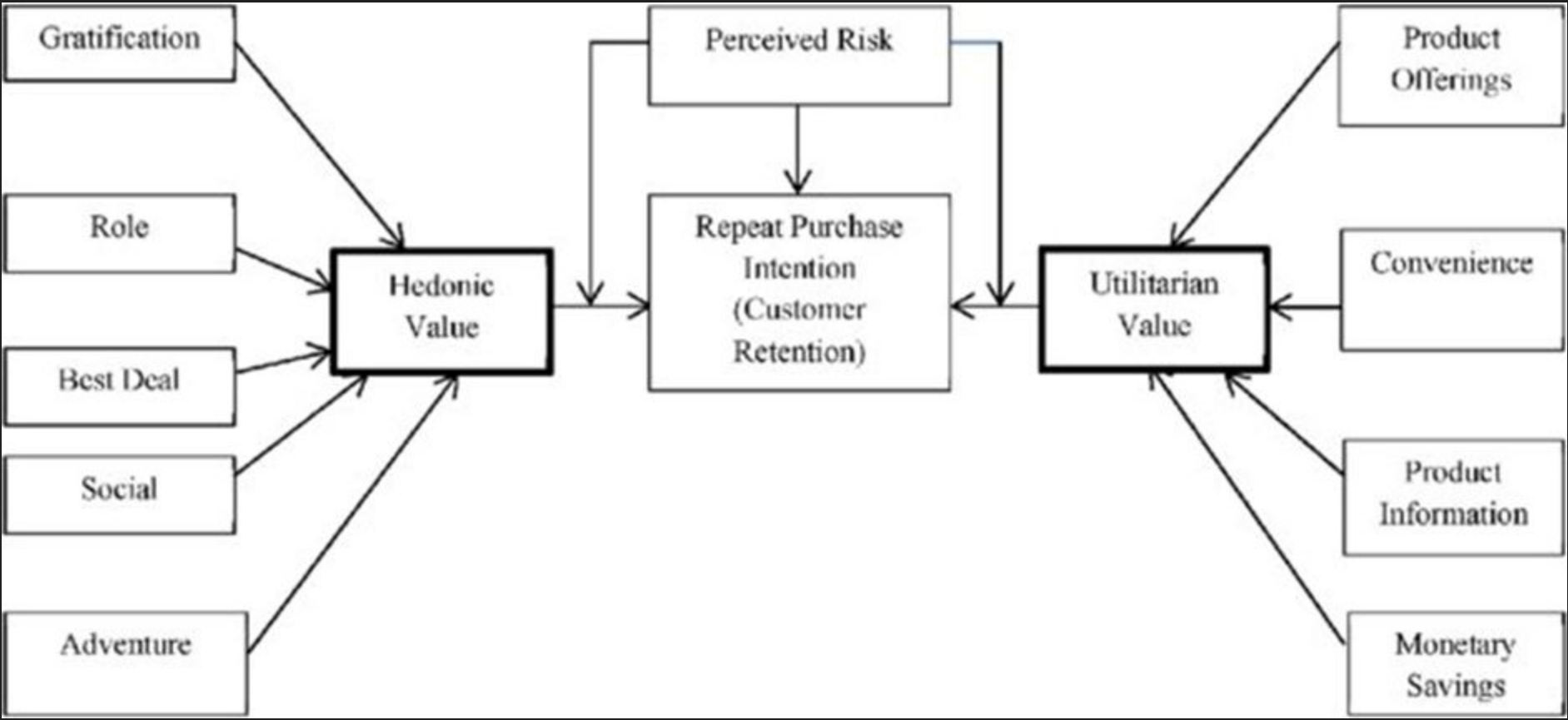


India Ecommerce Analysis and Customer Retention

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.



Details about this Project

1: Dataset have 269 rows and 71 columns

2: There are no null values in the dataset

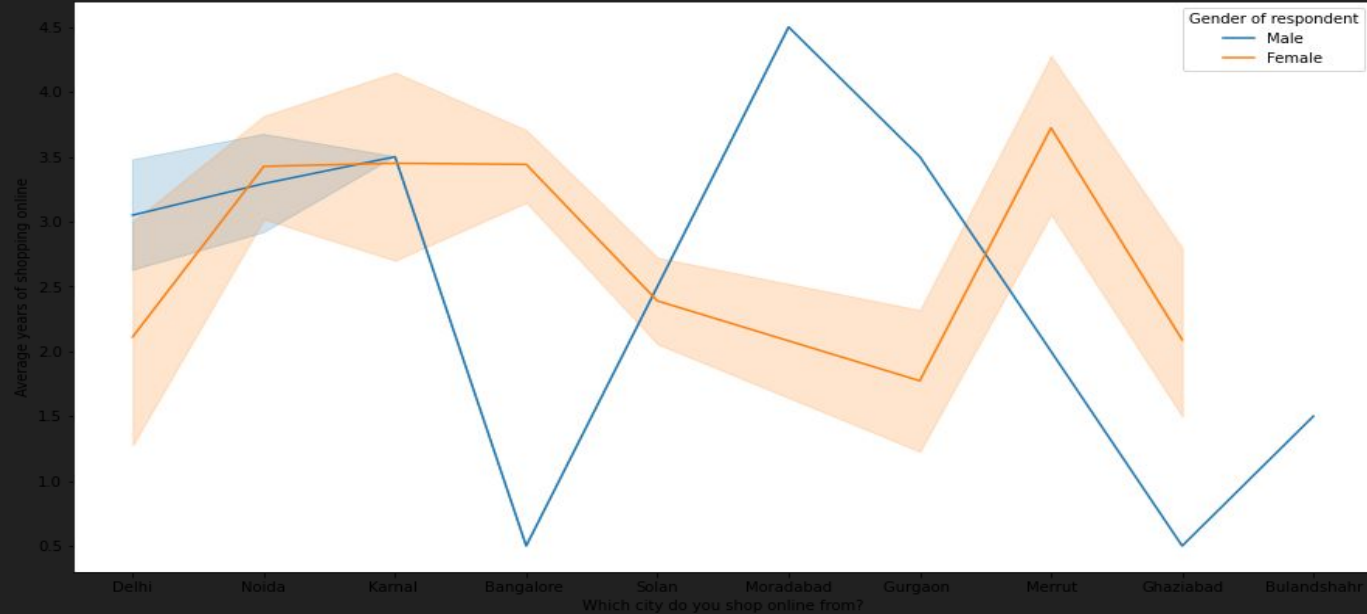
3: All the columns are of categorical types. There are no identifier or constant columns

4:

Univariate Analysis

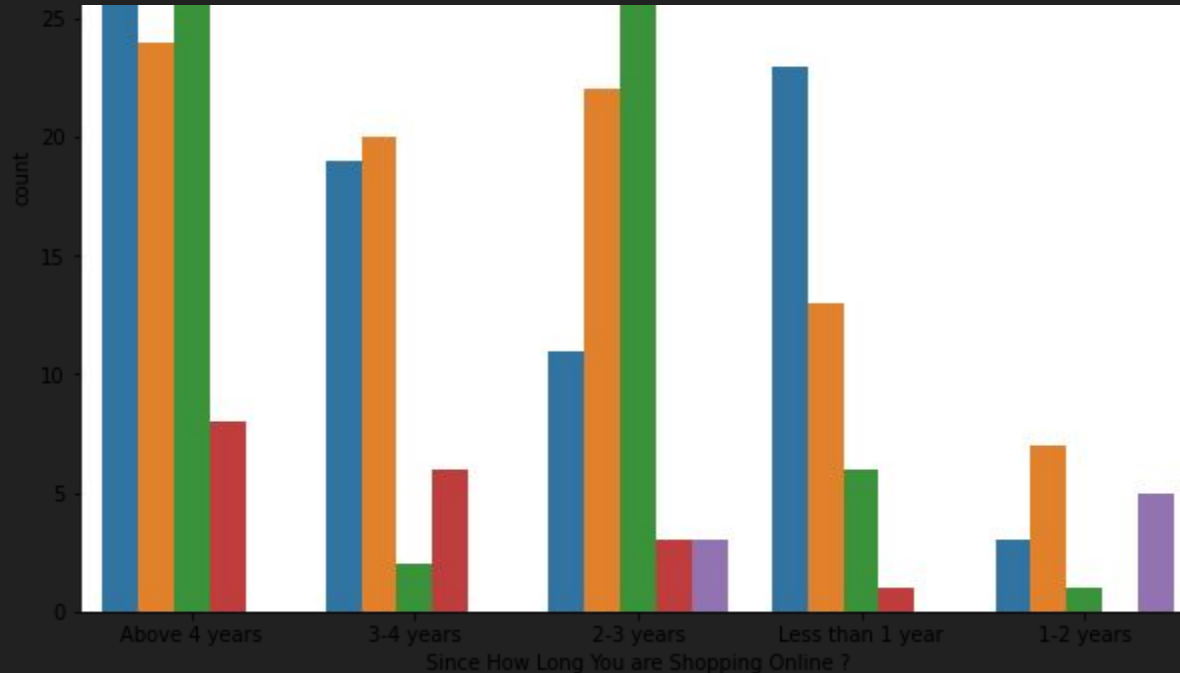
- There is double the number of women than men who have taken this survey.
- Most of the people are in their 30's followed by 20's, teenagers and senior citizen are the least in number.
- Most of the people belong from Delhi, Noida and Bangalore, ambiguity can also be seen as Noida has two categories (Noida and Greater noida) which need to be handled
- Most of the people shopping online have been shopping from a long time.
- Majority of people shop online 10 times a year, ambiguity can also be seen for range 42 times and above which needs to be handled

Converting Years to numbers for better analysis

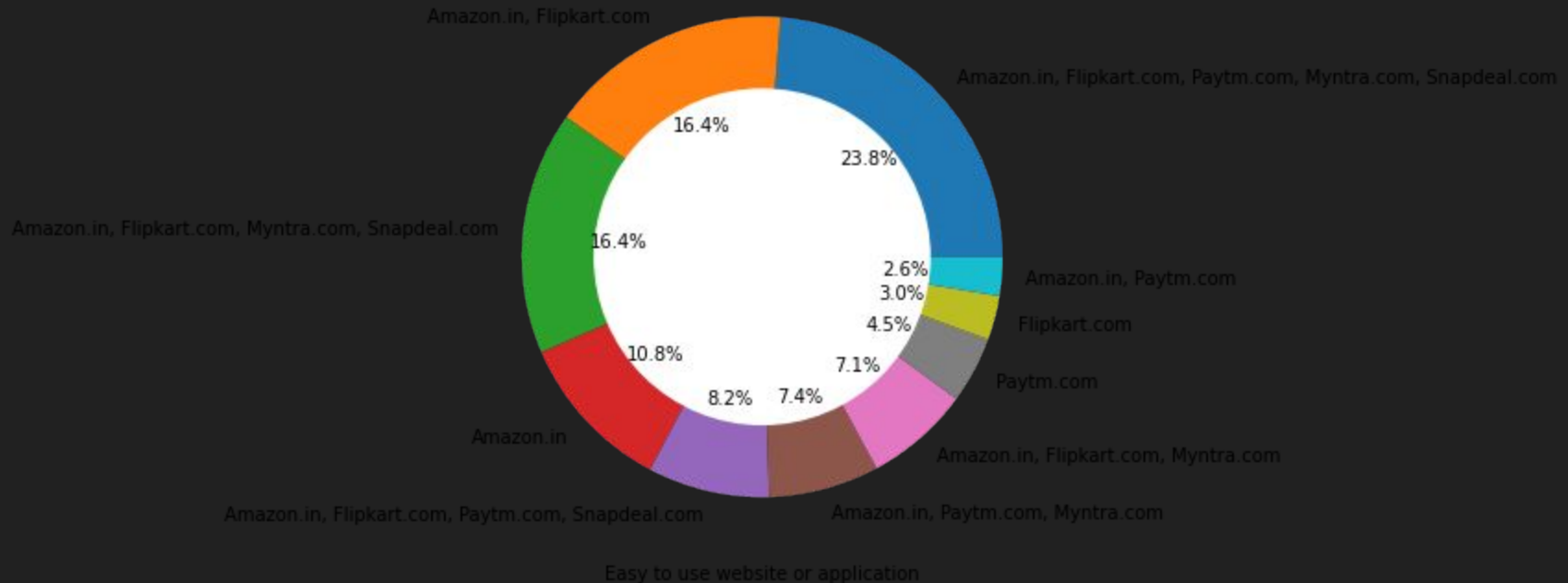


In the above image, we can see that density of female customers is more than male. Men living in bangalore and ghaziabad shop have shopped online for less than 1 year. Highest number of men shopping online belong from delhi and noida, while men from moradabad have been shopping online for the longest. Women from meerut and noida have shopped the longest.

From the Image: Even though people who are shopping online for more than 3 years donot use the application rather use search engine and direct url's in large number which indicates that online brands should update all their platforms rather than just application.



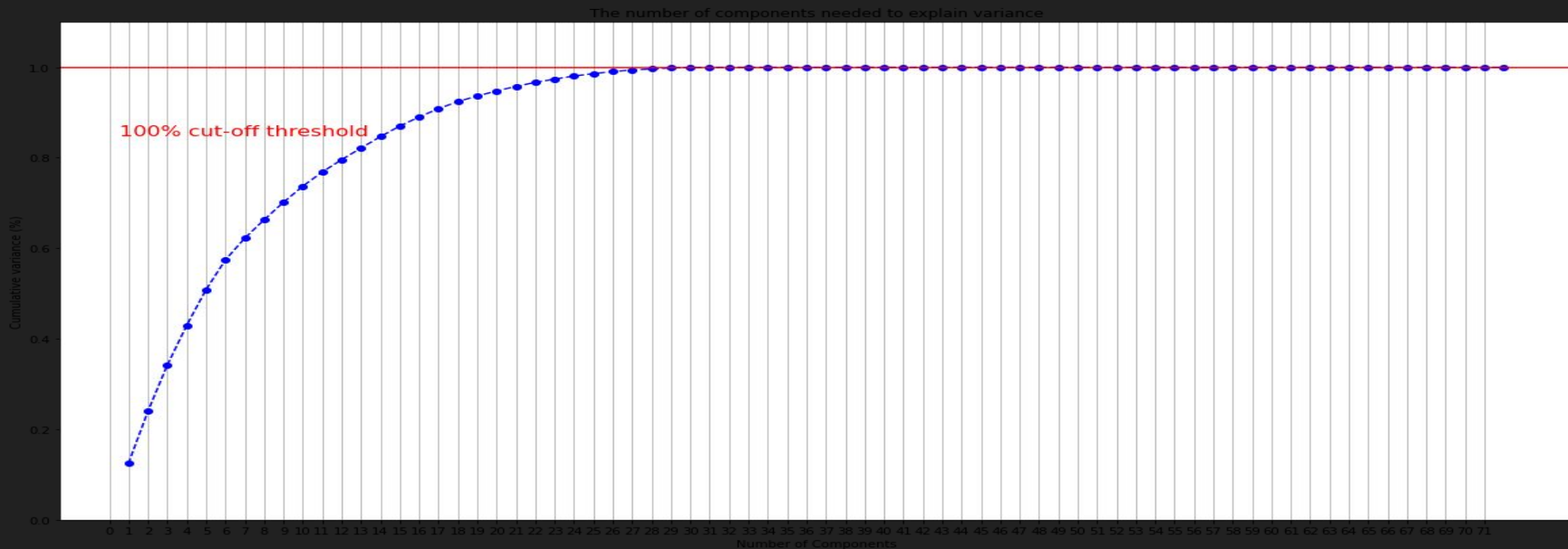
Amazon, Flipkart have been had the highest votes for having all the positive points and have maintained a very good brand image followed by paytm and the myntra.



From Image: We can clearly see that most of the time people abandon the bag is beacuse they get a better alternative offer or promo code not applicable. There is also lack of trust seen in amazon, flipkart and paytm by some people.



PCA: We can clearly see that with 29 features all the information can be retained



Conclusion

The results of this study suggest following outputs which might be useful for E-commerce websites to extend their business

1. 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 behaviour of online customers. The cost is an important factor as it was the basic criteria used by online retailers to attract customers. The reliability 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. Thus, he wants to be sure that it will be possible to return the product if he does not like it in real. 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.

Conclusion

2. 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. Also, 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 lenient return policies as compared to others and also the time required to process a return is low for these.