

CUSTOMER RETENTION

Customer retention project making which depend on the online shopping on e_retail.

INTRODUCTION:

What is customer retention?

It is the activity that selling a selling organization undertakes in order to reduce customer defections. Successful customer retention starts with a customer and continues throughout a entire lifetime. A company's ability to attract and retain new customers , its not related to its product and services but strongly related to the way to the existing customers and reputation it creates within and across the marketplace.

Customer retention is more in giving the customer than what they expect: its about exceeding their expectations so that they can become loyal. Customer retention is a popular market strategy to maintain customer's loyalty.

HOW TO START:

The proper datasets is being provided to us , where we download the data sets and execute on jupyter notebook so that i can proceed with data analysis of the datasets.

STEPS TO DO:

- *Importing the libraries like pandas, numpy , matplotlib and seaborn*
- *Load the datasets and execute*
- *Frame the datasets into DataFrame*
- *Start exploring the data (EDA-exploratory data analysis)*
- *Making visualization of data by plotting the various type of graphs*
- *Concluding the data as per the observation*

1: importing libraries

Main libraries we need to import to proceed with data and some analysis being done on datasets. However there are so many functions that is preloaded in python but it need some libraries to operate further. Matplotlib and seaborn is called for graphing/ plotting the data with many combinations univariant, bivariant, multivariant.

2: load datasets

The proper datasets is provided which need to execute on jupyter and converting into DataFrame.

3: EDA (exploratory data analysis)

- *Basic details like columns checking, info, head, tail, sample, isnull, describe, datatypes, shape.*
- *We can plot the isnull function on heatmap to cross check whether any values present or not. Here i observe no null values present as the graph showing plane plotting . no horizontal bars or lines present.*
- *The datasets contain all columns as object type which indicate the string values are present as data value.*
- *Describe function gives the statistics value or results calculated on numeric data type. So describe function also not plot any such gain information.*
- *Another datasets also downloaded and execute on jupyter as it contains code values in place of string data value. And we continue to plot the graph the describe heatmap.*
- *It reflect the value of each and every relation with columns and their correlated value. Lighter shade indicate the most correlated columns with each other and darker shade indicate the least correlated value.*
- *Plotting the graph : we observe some results and opinions given by the customers who are using e-retail store.*

- *Observation:*
- *30-50 years of customers show the majority who shopping online*

- *Metro cities observed to be high delivery services as their e –retail is high*
- *Females are doing more shopping as compare to male*
- *Minimum 1 years of time period observed the customers are doing online shopping.*
- *Generally online data /mobile data used by customers for e-retail.*
- *Generally smartphones are being used as most of the customers can afford easily.*
- *Chrome browser are in high demand preffered for e-retail.*
- *Customers get to know by search engine for e-retail.*
- *Credit/debit cards are being mostly used for payment mode.*
- *Customers strongly agree on the given information defined on product, best deal offered, ease of navigation, processing speed , user friendly website, convenient payment mode available.*
- *Able to maintain the privacy of customers and keep secure their financial activity, time flexible, better discounts and offer added interally, fast loading websites, speedy order delivery.*
- *Amazon is mostly preffered by customers to their friend and least preffered is flipkart, snapdeal, paytm, myntra.*
- *It is observed as amazon is the best dealing e-retail who maintained its dignity for a long period of time and improved also.*

BEST STRATEGY/POINTS:

- *To identify the customer retention and examine their challenges.*
- *Develop a good employee-customer relationship.*
- *Stand with commitment and loyalty.*

CONCLUSION:

Observation is being done on basis of datasets and its majority counts opinions given by the customers who used e-retail services. Amazon maintained the services and satisfied the customers demand as well as it can. It is the best best in demand among all. We count for flipkart and myntra also but comparing all services amazon is best.

We can proceed this data as calculation also like training the data and then do testing, cross validation score calculated and hypertuning the best parameter and saving the best fit model and their predictions.