

Customer Retention Report

The customer retention data provided are for the Indian e-commerce customers for 5 websites namely: Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com and Paytm.com.

The dataset contains 269 rows and 71 columns with no null values.

Steps taken:

1. We check the data inside the dataset to understand the type of data.
2. Then we check each column one at a time to better understand the data, we view the data using visualization
3. After, checking the column all at a time. We came to a conclusion of the distribution of data.
4. The analysis approach for this data is the curated marketing to male and female customers.
5. As we learn from the data that females has a higher chances to use the websites for their purpose, we aim to target woman
6. Taking customer satisfaction into record for the customer retention, we see 2 divisions: Hedonic value and Utilitarian value.
7. Hedonic value consists of gratification, role, deals, social and adventure in the usage of the application .
8. Utilitarian value consists of product offerings, convenience, product information and Monetary Savings while using the application.
9. For each of the hedonic and utilitarian values, we distinguish for the feedback from male and female respectively.
10. On the basis, we better understand what a customer approach is while using the respective website

Conclusion:

From the data we can see that it is mostly Females who are affected by the hedonic and the utilitarian values whereas the Men are more encouraged by the convenience of the online shopping and time and monetary management.

This concludes that curated offers are more required towards female customers, in addition to the more product options relevant to the product in search and best deals. Most of the users going offline in the middle of the search process is in search for a better deal for the product.