

DATA ANALYSIS FOR CUSTOMER RETENTION

Submitted by: Tabassum Khan

# ACKNOWLEDGMENT

I have taken reference from different platforms from the Google and have learn some of the code ,learned about the data and then I have done the analyzation about the data.

**INTRODUCTION**

1. **Customer retention** – It is a companies ability to turn customers into repeat buyers and prevent them from switching to a competitor. It indicates whether your product and the quality of your service please your existing customers. It’s also the lifeblood of most subscription-based companies and service providers.
2. **customer retention importance-**

Customer retention **increases your customers' lifetime value and boosts your revenue**. It also helps you build amazing relationships with your customers. You aren't just another website or store. They trust you with their money because you give them value in exchange.

1. **Customer retention benefits :**

Retention is Cheaper than Acquisition .

Loyal Customers are More Profitable.

Your Brand Will Stand Out from the Crowd.

You'll Earn More Word of Mouth Referrals.

Engaged Customers Provide More Feedback.

Customers Will Explore Your Brand.

Loyal Customers are More Forgiving.

**4.Review :**

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.

**Analytical Problem Framing**

1. **Analytical problem framing?**

Analytic problem framing involves **translating the business problem into terms that can be addressed analytically via data and modeling**. ... Analytic problem framing is the antithesis of merely working with the ready-to-hand data and seeing what comes of it, hoping for something insightful.

1. **Tools, Libraries and Packages used**

Tool: Jupyter Notebook

Libraries and Packages:

1. Numpy
2. Pandas
3. Matplotlib
4. Seaborn
5. **Data Pre- Processing**

***The given data set will be divided in to 4 parts-***

1. Information about the customer

2. Information about the website.

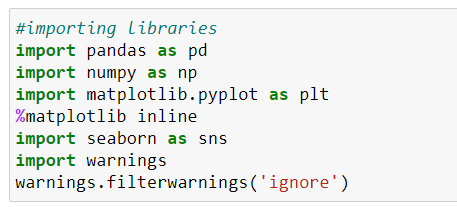
3. what the customer feel about the website.

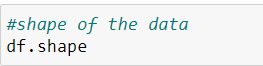
4. Information about the customer satisfaction and how much easy they found the website while using it.

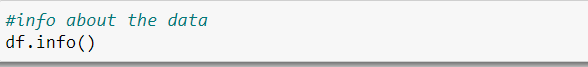
By Analysing on the basis of these variables, we can find the basic factors influencing the customer satisfaction. Thus, by achieving the customer satisfaction we can make the customer to stay and make them buy more products.

So we will do the following Analysis in 4 parts. We will use different parts of the given data set to help us find the customer retention factors.

## Exploratory Data-Analysis

****

****

****

## visualising :

## 

1. **Observation about the Data-set:**
   * The Data seems to have 271 rows and 71 columns.
   * The Data does not have any Null values.
   * All the data’s present in the Data seems to be Object type.

**OBSERVATION ON CUSTOMER INFO:**

**1.The age between 31 to 40 years are more into shopping online and after that the age between 21 to 30 years.This the age where people will be working and will be busy into their life so they prefer shopping online .So that they can get easy access to their needs.**

**2.Delhi,Greater Noida,Noida,Bangalore are the city where people mostly prefer to shop online may be because this are the places where more college students and working professional stay there.**

**3.they are maximum number of people who are shopping online from more than 4 yrs and from 2 to 3 yrs.**

**4.Shopping online from E-commerce websites are opted by many of the people because they are easy to use and wide ranges are provided and you can easily get things just near your door step.**

**5.Near by 114 people who do less than 10 times online purchase in one year and there are nearly 63 people who do 31 to 40 times purchase in a year.**

**6.Maximum people use Mobile Internet while doing shopping because this E-commerce website are easily accessible through mobile Internet and they dont consume more Internet.**

**7.141 people use Smartphone while shopping online because E-commerce website is easily accesable from any device and smartphone can be carried any where and on smartphone they can do shopping whenever and whtever they want.**

**8.Maximum people has opt for smartphone which have screensize 5.5 or more than that beacuse of changing technology and demand of the people .**

**9.Mostly people are using E-commerce website through smartphones and mobile internet which means each e-commerce webistes are compatible in these smartphones easily so they are able to use it anywhere and at anytime.**

**10.Google chrome has become the common website which are now used by each and everyone because it is easily accessible and public can get easily search for the information which they required.**

**11.Search Engine channel is used by most of the people because it is easy to access and people can search what ever the information they required and they will directly reach to the particular website.**

**12.Mostly people desire to pay using Credit/Debit card beacuse it is easy way of paying.**

**OBSERVATION ON WEBSITE INFO:**

**1.Maximum people agreed that the website is easy to read and understand and they are finding easy while shopping online.**

**2.Maximum number of people agreed that the information on similar product to the one highlighted is important for product comparison.**

**3.Most of the people Agree and Strongly agree that the information on listed seller and product being offered is important for purchase decision.**

**4.People believe that information related to product must be stated clearly so that it will be easy to purchase and make decission while purchasing.**

**5.Mostly customer believe that navigating in the website should be easier.**

**6.Loading and processing speed shoul be fast that they will easily purchase the item without wasting the much time.**

**7.User friendly interface for the customer while using website.**

**8.Customer need the convenient payment methods and which are genuine methods of payment.**

**9.Customer wants that the website are genuine and they want there privacy to be saved.**

**10.They can easily reach to website customer care excecutives to solve their query.**

**11.offering a wide variety of product in the website that they can choose from that.**

**OBSERVATION ON CUSTOMER REVIEW:**

**1.Near by 60% people agreed that they likely convenience patronizing the online retailer.**

**2.Most of the people agreed that shopping on websites gives you the sense of adventure.**

**3.Most of the customer dont agree that shopping on your preffered e tailer doesnt enhances your social status.**

**4.Most of the customer dont agree that shopping on your favorite e tailer make you fell more gratitude.**

**5.most of the people state that total participants say that shopping on the website helps them fulfill certain roles.**

**6.Many people agreed that what ever they are spending on the E-commerce website they are getting satisfied.**

**OBSERVATIONS ON CUSTOMER EXPERIENCE:**

**1.Many customers shopping online have shopped from the websites like Amazon, Flipkart, Snapdeal.**

**2.Amazon, flipkart, snapdeal and myntra have easy access to use website.**

**3.Amazon and Flipkart has a appealing web-page.**

**4.Amazon and flipkart has a wide variety of products.**

**5.Amazon and Flipkart has complete description about the products compared to all other websites.**

**6.Amazon,Flipkart,Snapdeal,paytm and myntra has fast loading websites.**

**7.Amazon and Flipkart has the reliability towards customer.**

**8.Amazon and Flipkart has quickness towards completing the purchase.**

**9.Amazon,Flipkart and Snapdeal has availability of several payment options.**

**10.Amazon and Flipkart has fast delivery option.**

**11.Based on customers the privacy and security of customer financial information is maintained by Amazon and Flipkart.**

**12.Amazon,Flipkart and Snapdeal has trustworthiness.**

**13.Presence of online assistance through multi-channel is mostly provided by Amazon,Flipkart and Snapdeal.**

**15.Amazon, Flipkart, Myntra, Snapdeal takes longer time in displaying graphics and photos.**

**16.Myntra, Paytm, snapdeal has a practice of late declaration of prices.**

**17.Myntra,Paytm, snapdeal, Flipkart has a longer page loading time.**

**18.Amazon and snapdeal has limited mode of payment on most products.**

**19.Paytm,snapdeal, Flipkart has a longer delivery period.**

**20.Amazon,Paytm has regular change in website/application design.**

**21.Amazon,Myntra, Snapdeal, Paytm has frequent disruption when moving from one page to another.**

**22.Amazon and Flipkart seems to be the most recommended Indian online retailer website.**

**CONCLUSION**

To conclude, having the right customer retention strategy will keep your company grows if you know how to take advantage of it. Your customers will find their way back and continue buying stuff from you. At the end of the day, what you need to do is fulfilling your customers’ needs, listen to their complaints and provide professional solutions. If your customers feel like they are valued, they will become increasingly loyal to your brand.

**THANK YOU**