



CUSTOMER RETENTION PROJECT

Submitted by:

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ACKNOWLEDGMENT

References and resources used for this project are mentioned below:

1. goggle.com
2. kaggle.com
3. wikipedia

INTRODUCTION

A customer receives/buys products and services, and can buy different services and products from different suppliers. The main goal of all business enterprises is to attract customers and try to make them purchase what they have on sale. They also try to attract them to keep coming back. Merchants main point of marketing is having an understanding of what the customer needs and trending. When a customer buys something, the seller immediately focuses on the next customers. If sellers provide good services and make customers happy then customers always buy next time from those sellers.

Nowadays we see growing companies are always trying to attract with their good services. and this is possible because of internet and online businesses. As we know that online sellers are trying to make a good impression with all their customers and who are buying a good from their. And sellers always ask feedback from receivers so next customers and sellers get reviews and they can track the value /quality /services how receivers get.

Online sellers/traders do this so customers can improve their purchasing experience from there. Sellers are make great efforts on offers on customers preferences

Problem Statements:

Customer satisfaction has emerged as one of the most important factors that guarantee the success of online stores; 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.

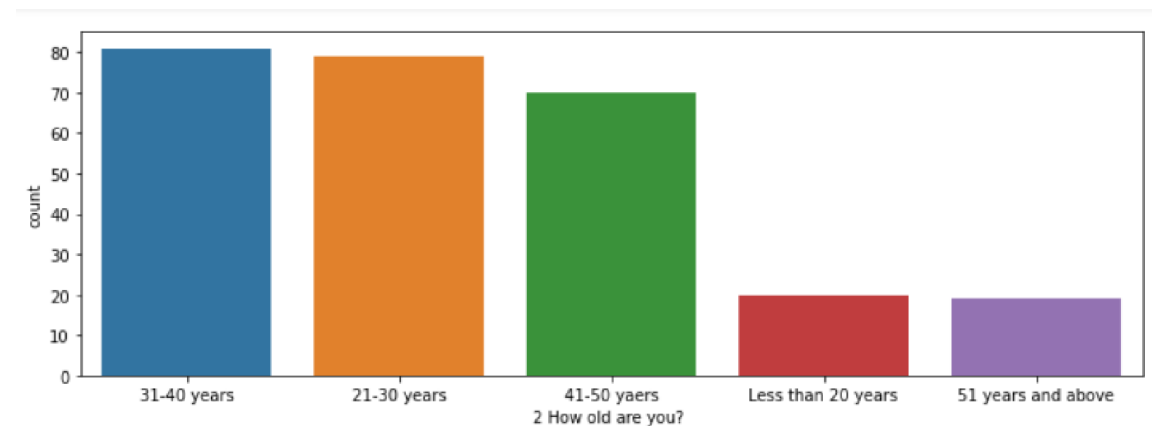
Analytical Problem Framing

The sample data for the reference is as shown below:

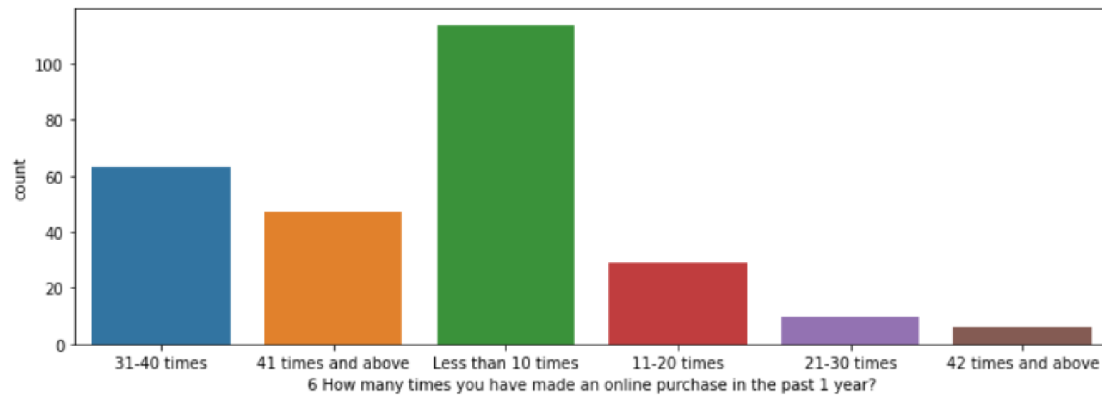
	1 Gender of respondent	2 How old are you?	3 Which city do you shop online from?	4 What is the Pin Code of where you shop online from?	5 Since How Long You are Shopping Online ?	6 How many times you have made an online purchase in the past 1 year?	7 How do you access the Internet while shopping on-line?	8 Which device do you use to access the online shopping?	9 What is the screen size of your mobile device? It's It's It's	10 What is the operating system (OS) of your device? It's It's It's	...	Longer time to get logged in (promotion, sales period)	Longer time in displaying graphics and photos (promotion, sales period)	Late declaration of price (promotion, sales period)
0	Male	31-40 years	Delhi	110009	Above 4 years	31-40 times	Dial-up	Desktop	Others	Window/windows Mobile	...	Amazon.in	Amazon.in	Flipkart.com
1	Female	21-30 years	Delhi	110030	Above 4 years	41 times and above	Wi-Fi	Smartphone	4.7 inches	IOS/Mac	...	Amazon.in, Flipkart.com	Myntra.com	snapdeal.com
2	Female	21-30 years	Greater Noida	201308	3-4 years	41 times and above	Mobile Internet	Smartphone	5.5 inches	Android	...	Myntra.com	Myntra.com	Myntra.com
3	Male	21-30 years	Karnal	132001	3-4 years	Less than 10 times	Mobile Internet	Smartphone	5.5 inches	IOS/Mac	...	Snapdeal.com	Myntra.com, Snapdeal.com	Myntra.com
4	Female	21-30 years	Bangalore	530068	2-3 years	11-20 times	Wi-Fi	Smartphone	4.7 inches	IOS/Mac	...	Flipkart.com, Paytm.com	Paytm.com	Paytm.com
...

Above data is maintain relation between each attribute and the Consumer given details.

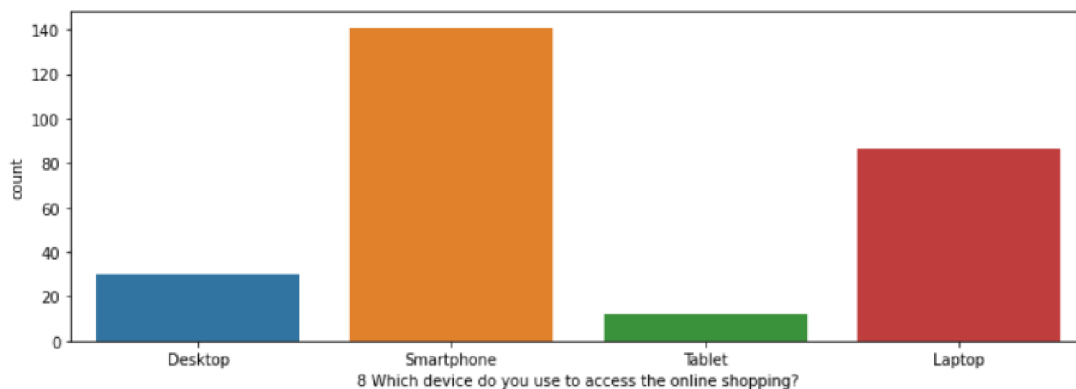
- **Age group of the customers:** .As we shown below from graph group of 31-40 and 21-30 years are customers are highly active in online shopping .



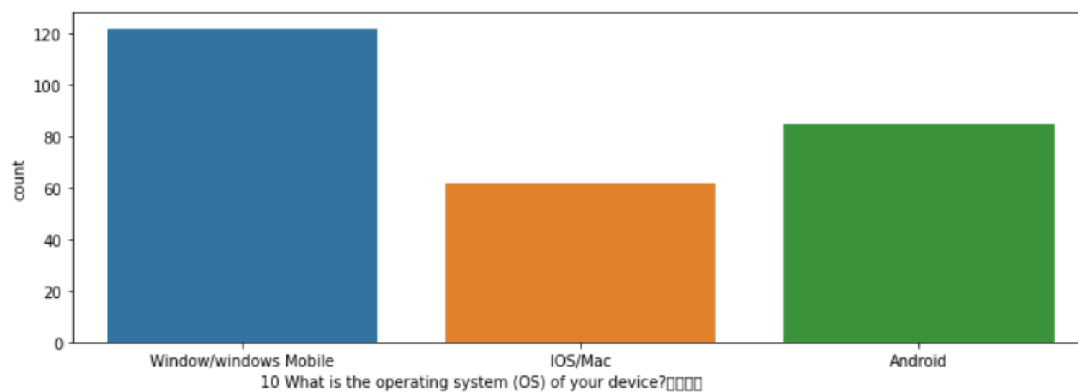
- Number of times shopping is made in past one year: Highest number of people shopped online less than 10 times in the past one year.



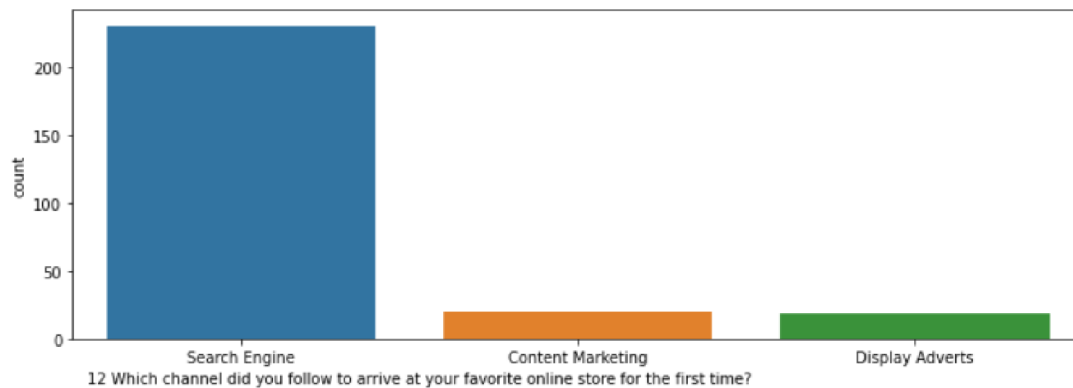
People are using smartphone device more than other system for shopping



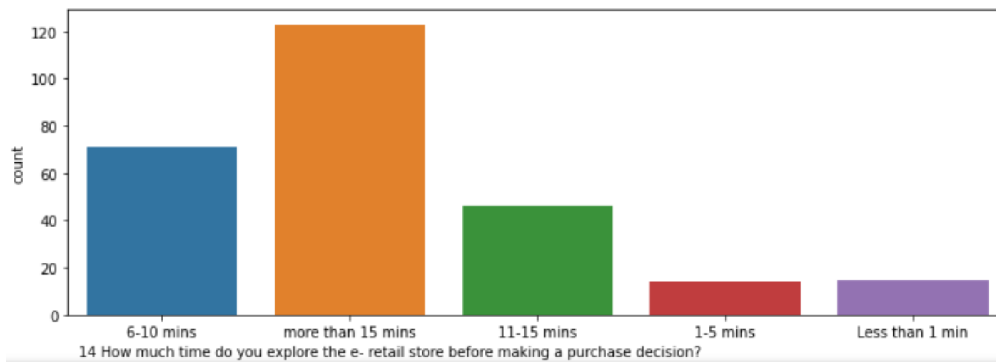
Window operating system users are two times more than IOS/Mac.



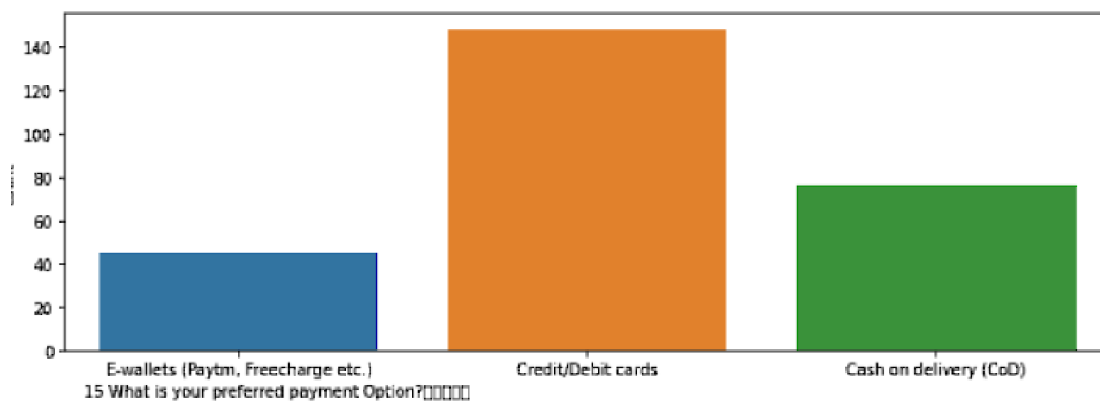
As per below graph we can see it Most of Buyers are use search engine like goggle and mozrila for what they want services and products



As per below graph mention that how much time buyer spend on e-retail store.

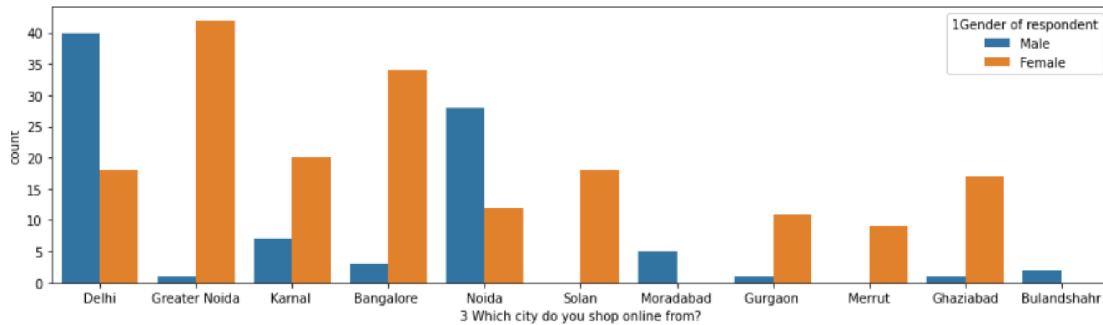


As we seen below that customers use online payment via credit/debit card 2 times more than cash on delivery



Now we can see below relation between male and female

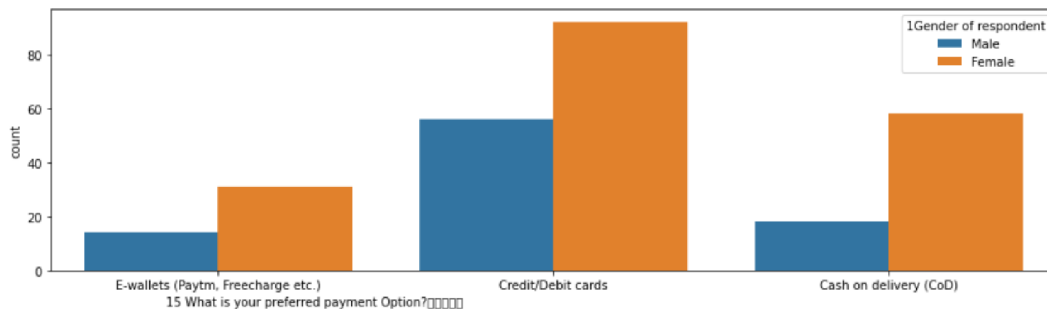
- As we can see from the graph, male in Delhi and Noida buy products online more than females and as per the data for other graphs female buyers are more than for others.



From the below data show how long girls and boys purchase from the last 5 years.



Below notice that male users have always less interest on E-wallet and cash on delivery.



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- Stacked bar chart showing Efficiency (Y-axis, 0 to 100) versus PaymentMethod (X-axis: Agree (4), Disagree (2), Strongly agree (5)). The chart compares the efficiency of various payment methods across three categories. The legend includes: Website is as efficient as before (blue), Amazon.in (orange), Amazon.in, Flipkart.com (green), Amazon.in, Flipkart.com, Paytm.com (red), Amazon.in, Paytm.com (purple), Flipkart.com (brown), Myntra.com, Snapdeal.com (pink), Paytm.com (grey), and Snapdeal.com (dark grey).

Stacked bar chart showing the percentage of trust for various e-commerce websites. The y-axis is labeled '% of trust' and ranges from 0 to 100. The x-axis lists 11 website combinations. The legend identifies the colors for each website: Amazon.in (blue), Flipkart.com (orange), Myntra.com (green), Paytm.com (red), Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com (purple), Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com (brown), Amazon.in, Flipkart.com, Snapdeal.com (pink), Flipkart.com (grey), and Myntra.com (yellow).

Website Combination	Amazon.in	Flipkart.com	Myntra.com	Paytm.com	Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com	Amazon.in, Flipkart.com, Snapdeal.com	Flipkart.com	Myntra.com
Amazon.in	78	22	0	0	0	0	0	0	
Amazon.in, Flipkart.com	100	0	0	0	0	0	0	0	
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com	0	0	100	0	0	0	0	0	
Amazon.in, Flipkart.com, Paytm.com	0	0	0	100	0	0	0	0	
Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com	0	18	25	0	57	0	0	0	
Amazon.in, Flipkart.com, Snapdeal.com	0	0	0	0	0	100	0	0	
Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com	0	0	0	0	0	0	100	0	
Amazon.in, Paytm.com, Myntra.com	0	0	0	100	0	0	0	0	
Amazon.in, Snapdeal.com	30	0	0	0	0	0	70	0	
Flipkart.com	0	100	0	0	0	0	0	0	
Myntra.com	0	0	100	0	0	0	0	0	
Paytm.com	0	0	0	100	0	0	0	0	

CONCLUSION

There are many ways to improve customer experience and customer satisfaction. Companies can provide good services so customers can repeat purchases and brand loyalty. The first includes taking what customers feel after purchasing products and services. Companies have received feedback from existing customers, through a satisfaction survey or other customer engagement, and putting it into action.

New customers find it a lot harder to trust your company for the first time because they don't have practically experienced what kind of value gain you provide. That's why it's even more important to provide a positive customer experience to meet up with customer expectations and best service so that the help of your customers' positive experience can help your businesses succeed. By focusing on customer delight and meeting up with customer expectations, you can get more business from them and acquire new clients when they refer your business to their friends ,family, etc. So retaining customers by focusing on a solid customer retention strategy opens up unseen opportunities for new customer acquisition as well.