

Customer Retention

Submitted by:

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**INTRODUCTION**

* Business Problem Framing-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**

* Mathematical/ Analytical Modeling of the Problem

No Mathematical, Statistical Analysis Done Except only Data Counts, Data Visualisation

* Data Sources and their formats

Data Source - Fliprobo

* Data Preprocessing Done

There is no null data in any column

I Removed the Columns like:

4 What is the Pin Code of where you shop online from? Because 3 Which city do you shop online from? These are same.

I also removed other Columns which have no use -

7 How do you access the internet while shopping on-line?

8 Which device do you use to access the online shopping?

10 What is the operating system (OS) of your device?\t

11 What browser do you run on your device to access the website?\t\t

9 What is the screen size of your mobile device?\t\t

After I also Checked for Outliers by Data Visualisation , There are almost no Outliers

* State the set of assumptions (if any) related to the problem under consideration- N/A

* Hardware and Software Requirements and Tools Used

Jupyter Notebook

**Model/s Development and Evaluation**

* Identification of possible problem-solving approaches (methods)

Graphs Plotting ;

**CONCLUSION**

* Key Findings and Conclusions of the Study

From Object type data; I divided data in two types :

Positive points of ecommerce sites and negative points of ecommerce sites -

Amazon and Flipkart has got high positive ratings from data set however Myntra has most negative ratings available

#conclusion - Mostly Old People are using Debit/Credit or Cash on Delivery for online shopping;

#E Wallets have generally Low popularity

## Card Transactions are highly Popular

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## Card Transactions are highly Popular

Delhi and Greater Noida there are Offering a wide variety of listed product in several category