

Customer Retention-A Case study

Manoj.I.V

Date: 17th August, 2022

Internship by Flip robo Technologies



PROBLEM STATEMENT

- E-retail factors for customer activation and retention: A case study from Indian e-commerce customers
- 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. 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.
- Be careful: There are two sheets (one is detailed) and second is encoded in the excel file. You may use any of them by extracting in separate excel sheet. The number of column(s) is more than 47. Read the column header carefully. Note: Data Scientists have to apply their analytical skills to give findings and conclusions in detailed data analysis written in jupyter notebook. Only data analysis is required.
- Need not to create machine learning models /but still if anybody comes with it that is welcome.

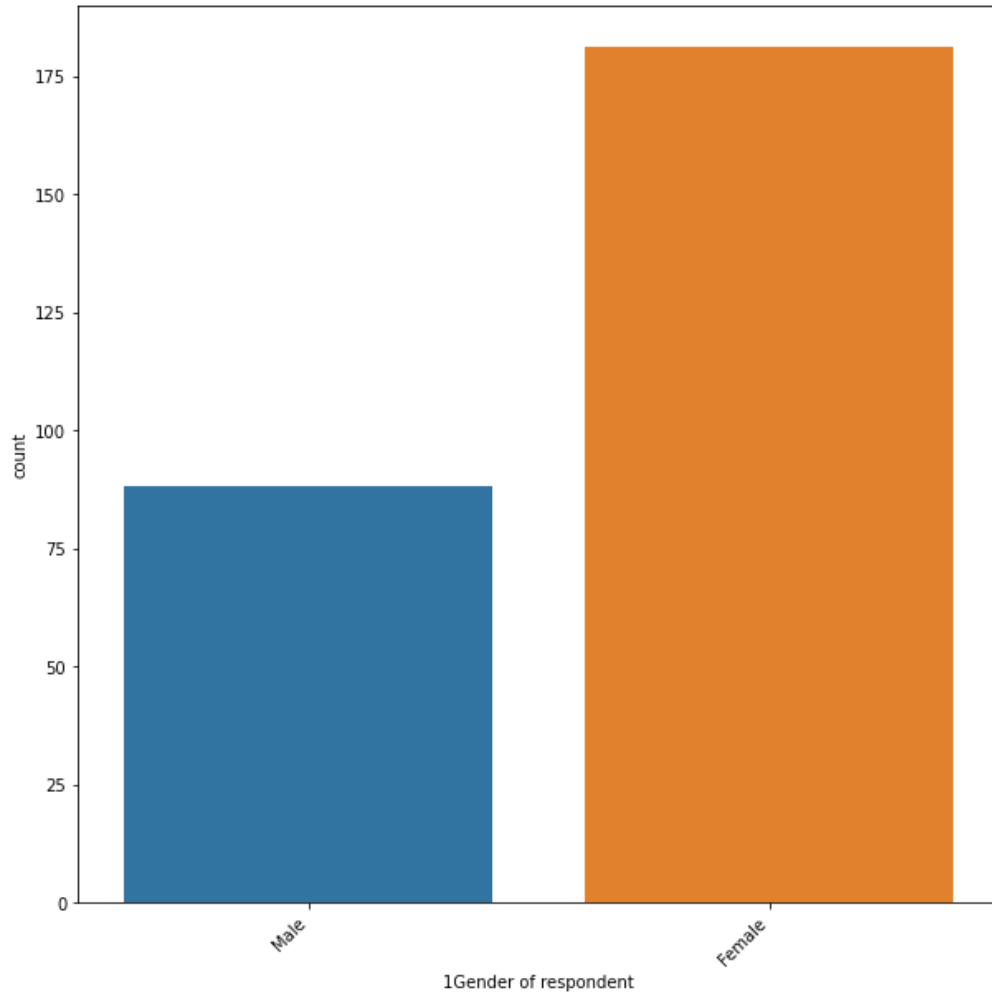
NULL DATA SET AND TYPES OF DATA

Number of variables	71
Number of observations	269
Missing cells	0
Missing cells (%)	0.0%
Duplicate rows	60
Duplicate rows (%)	22.3%
Total size in memory	149.3 KiB
Average record size in memory	568.5 B

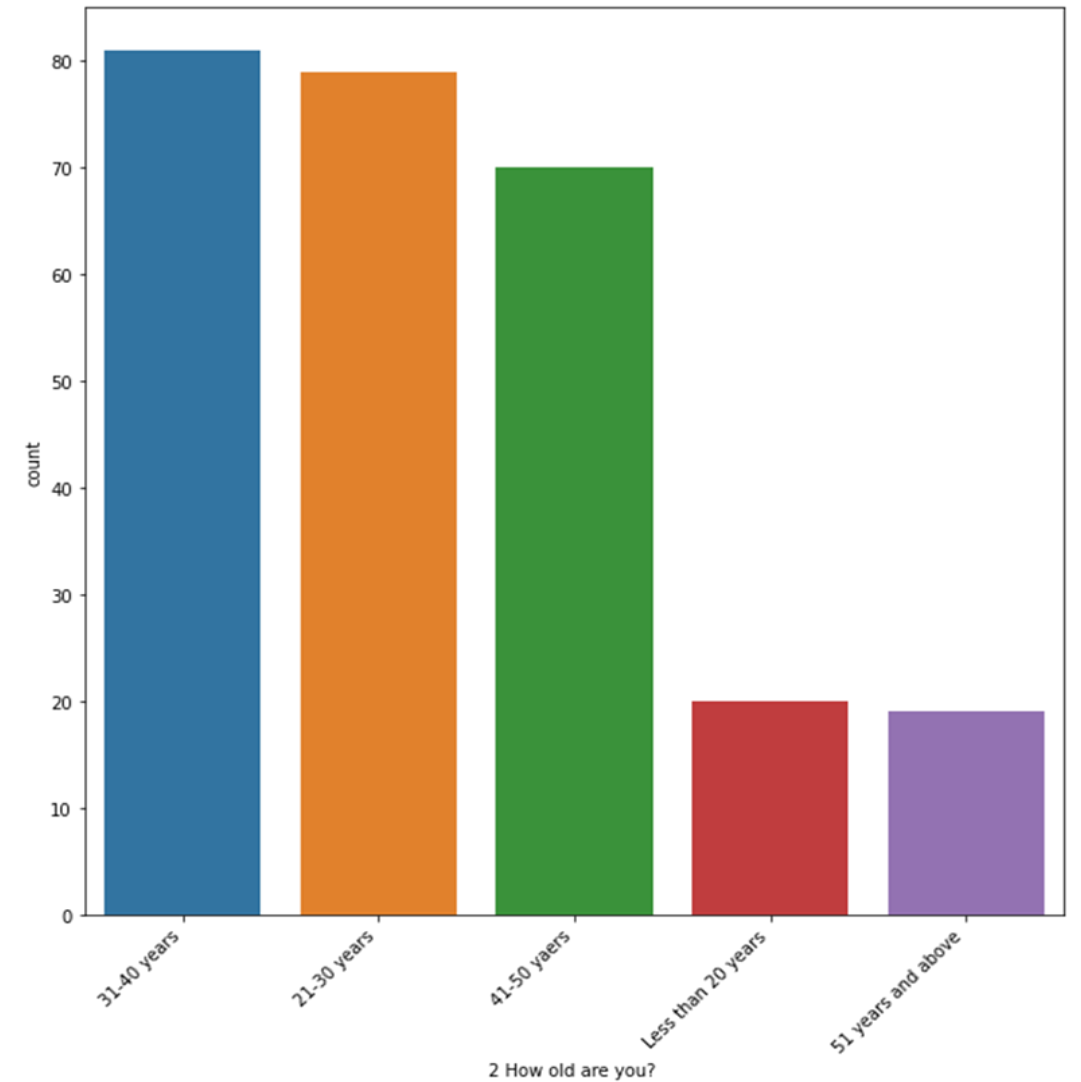
Categorical	70
Numeric	1



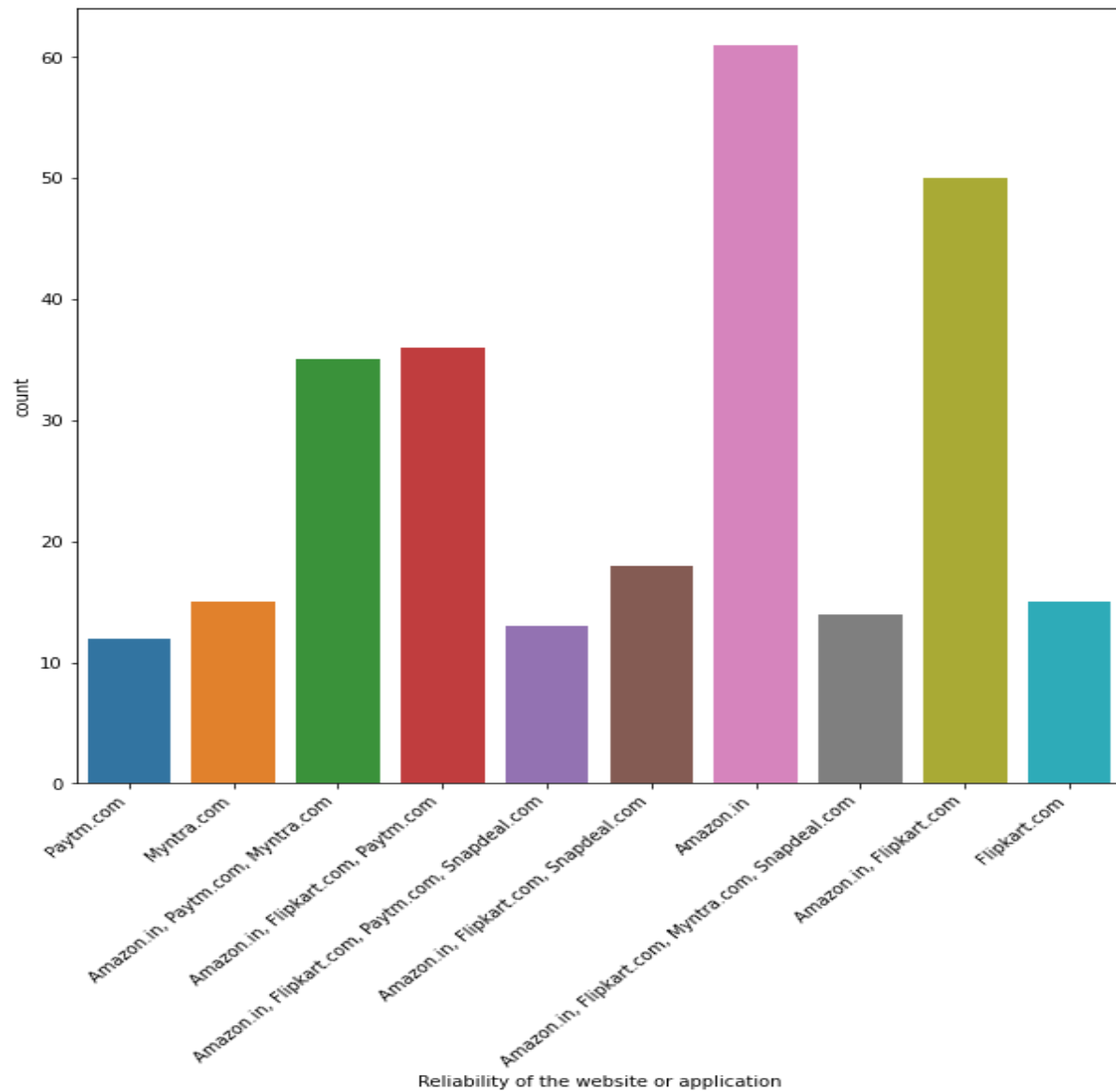
UNIVALENT ANALYSIS



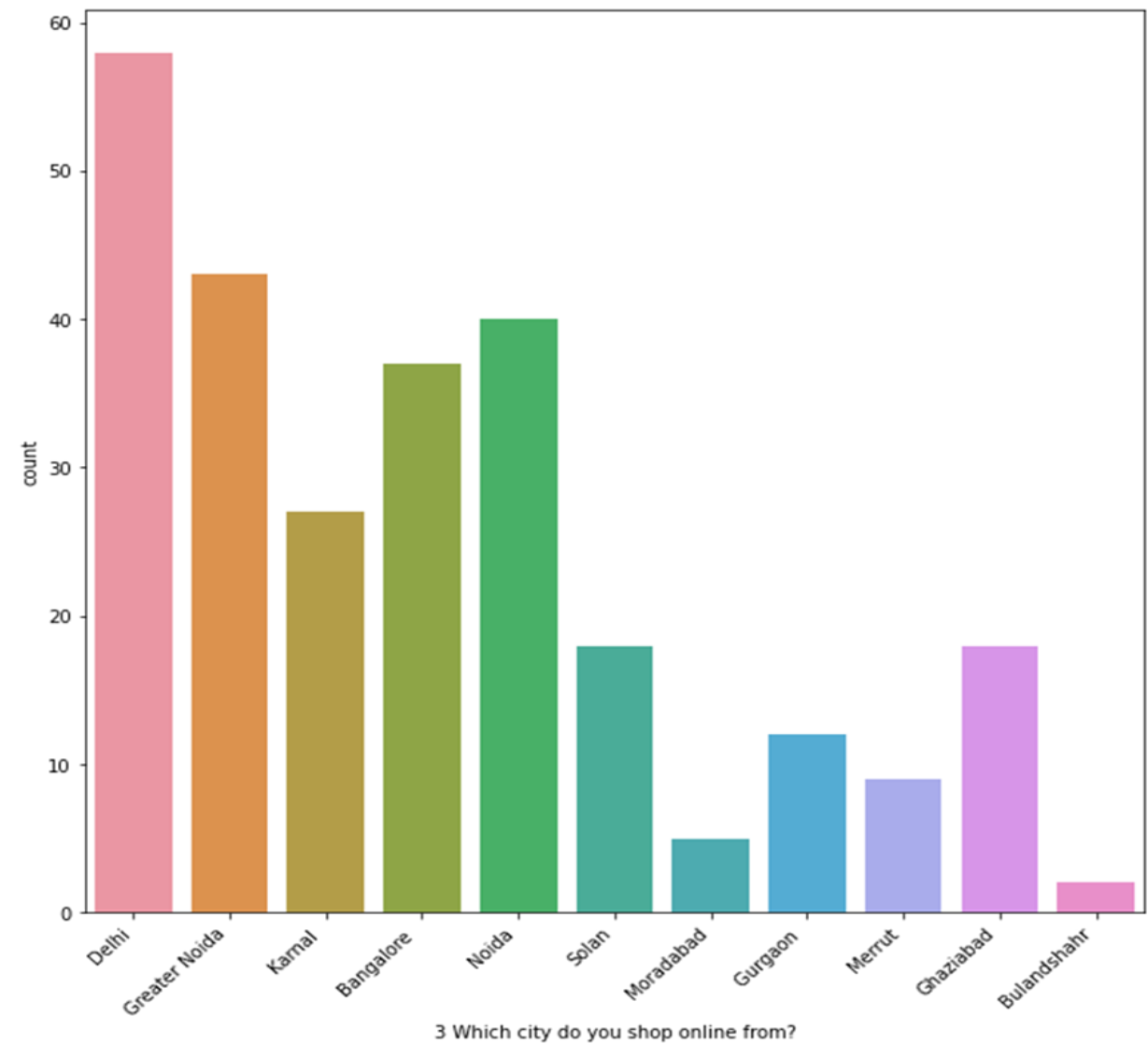
The female population of the dataset is more than male population



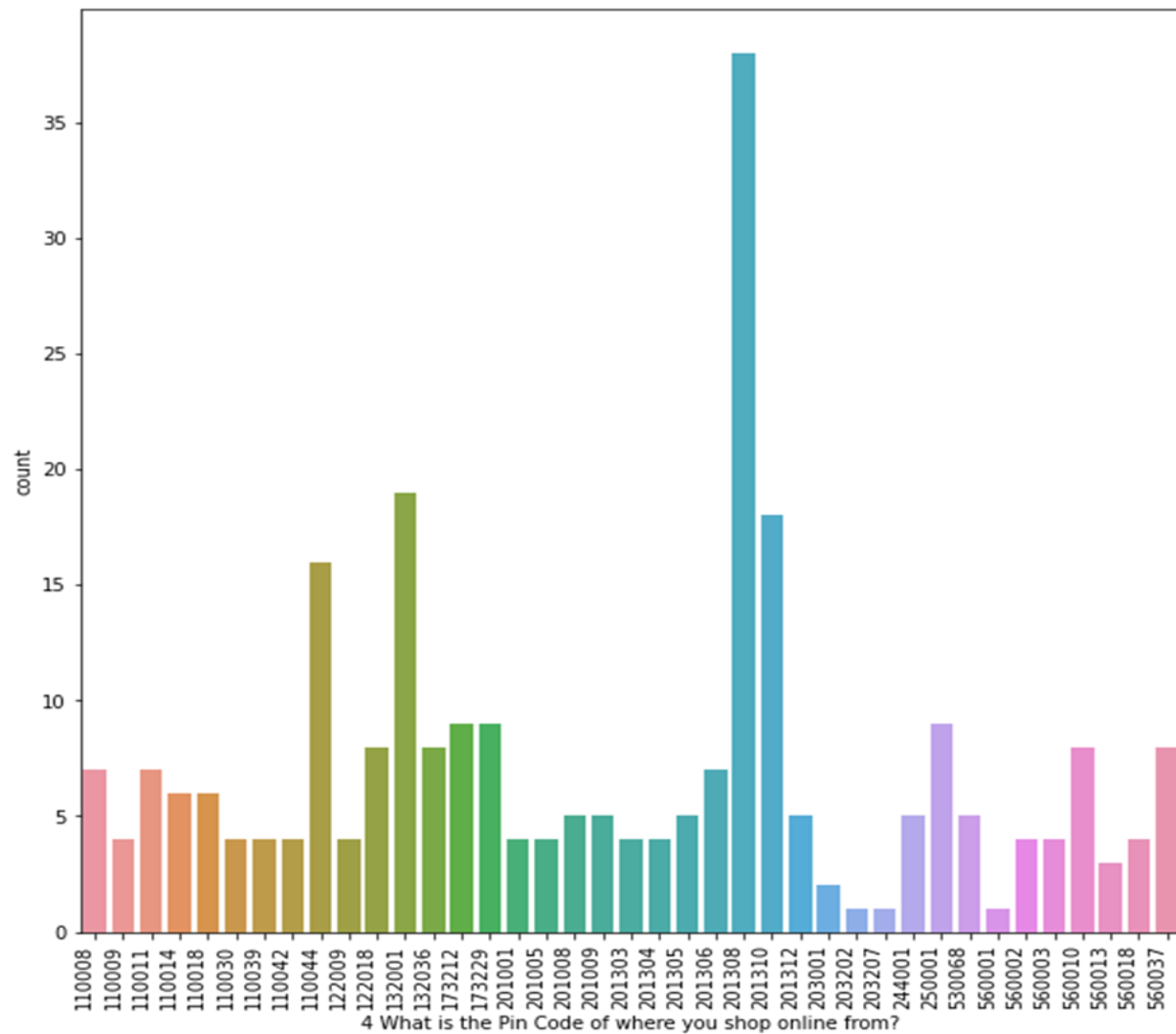
The 31-40 yrs. and 21-30 yrs. of the dataset does more shopping than other limit people



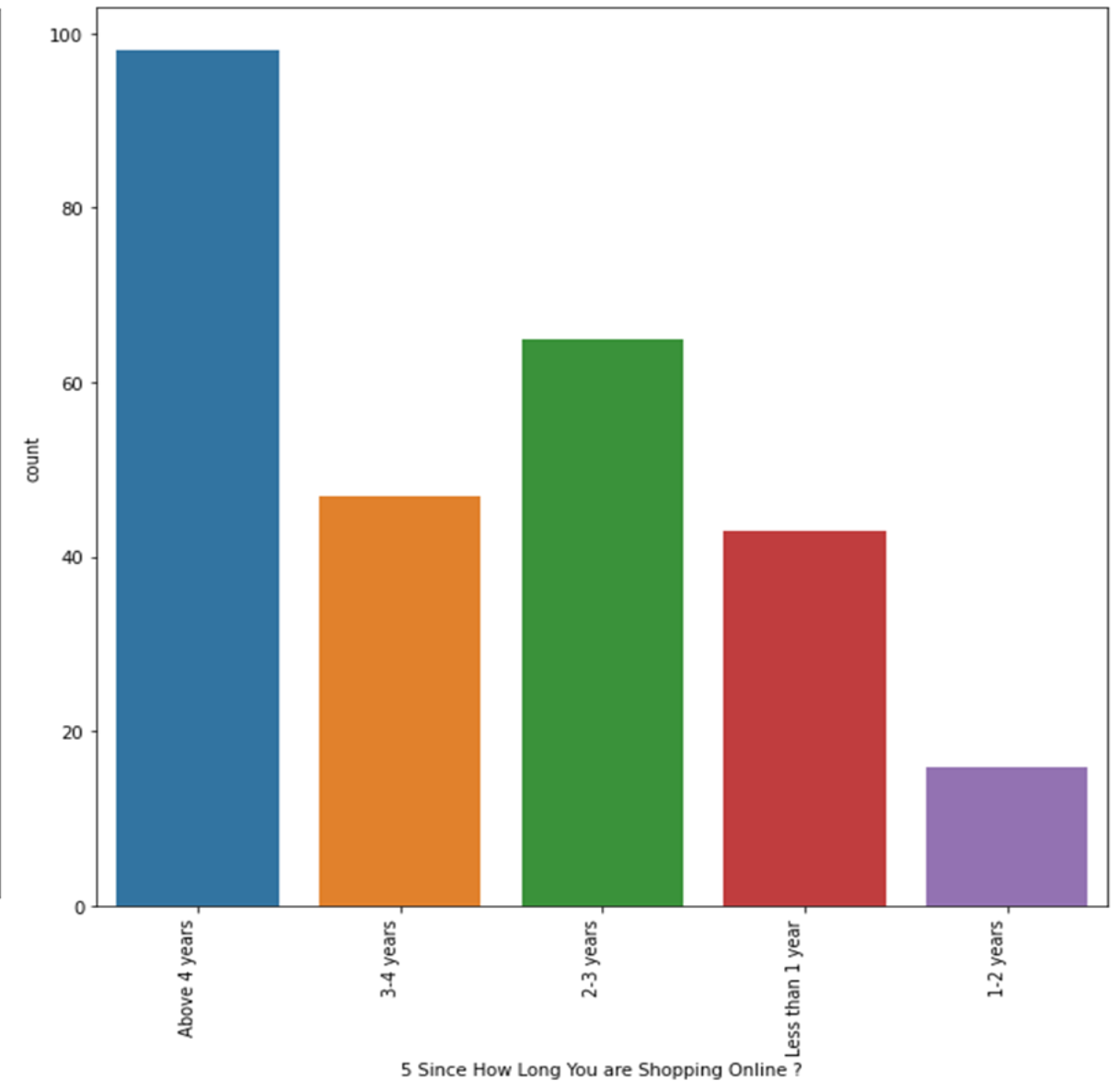
The Amazon.in has the most shopping count



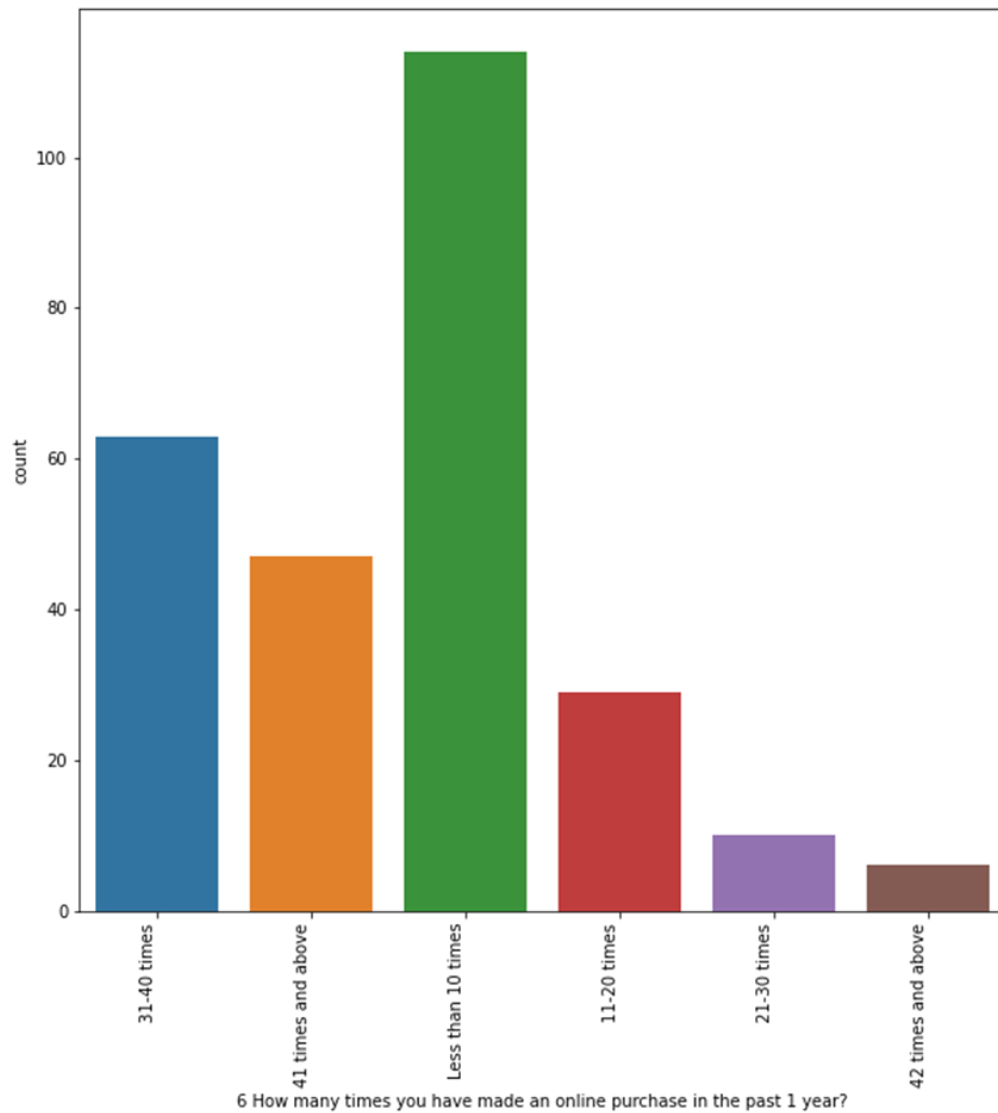
The states like Delhi has the most shopping count followed by Greater Noida, Noida and Bangalore



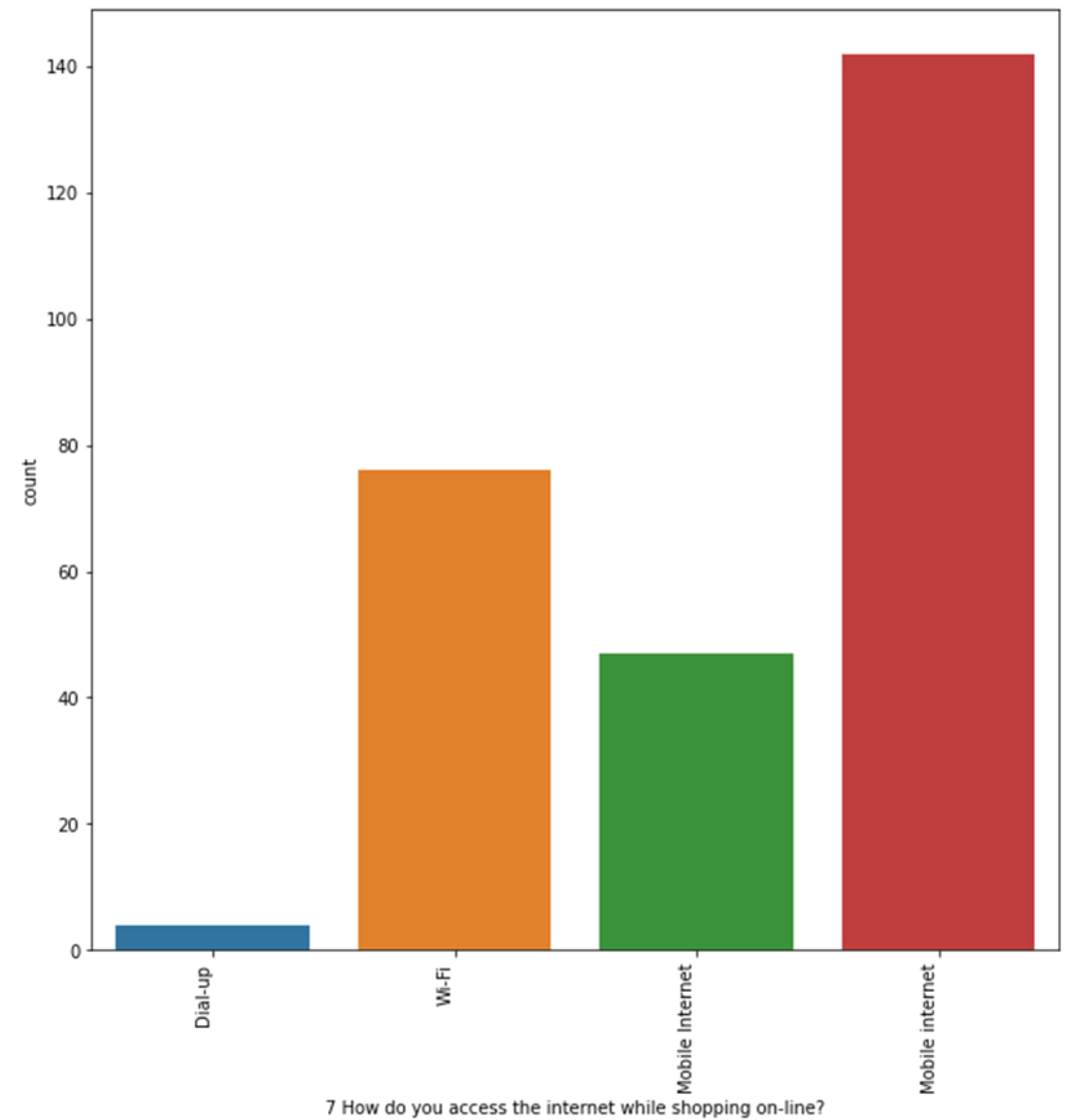
The state having pin code 201308 has the most shopping count followed by 132001, 201310 and 110044



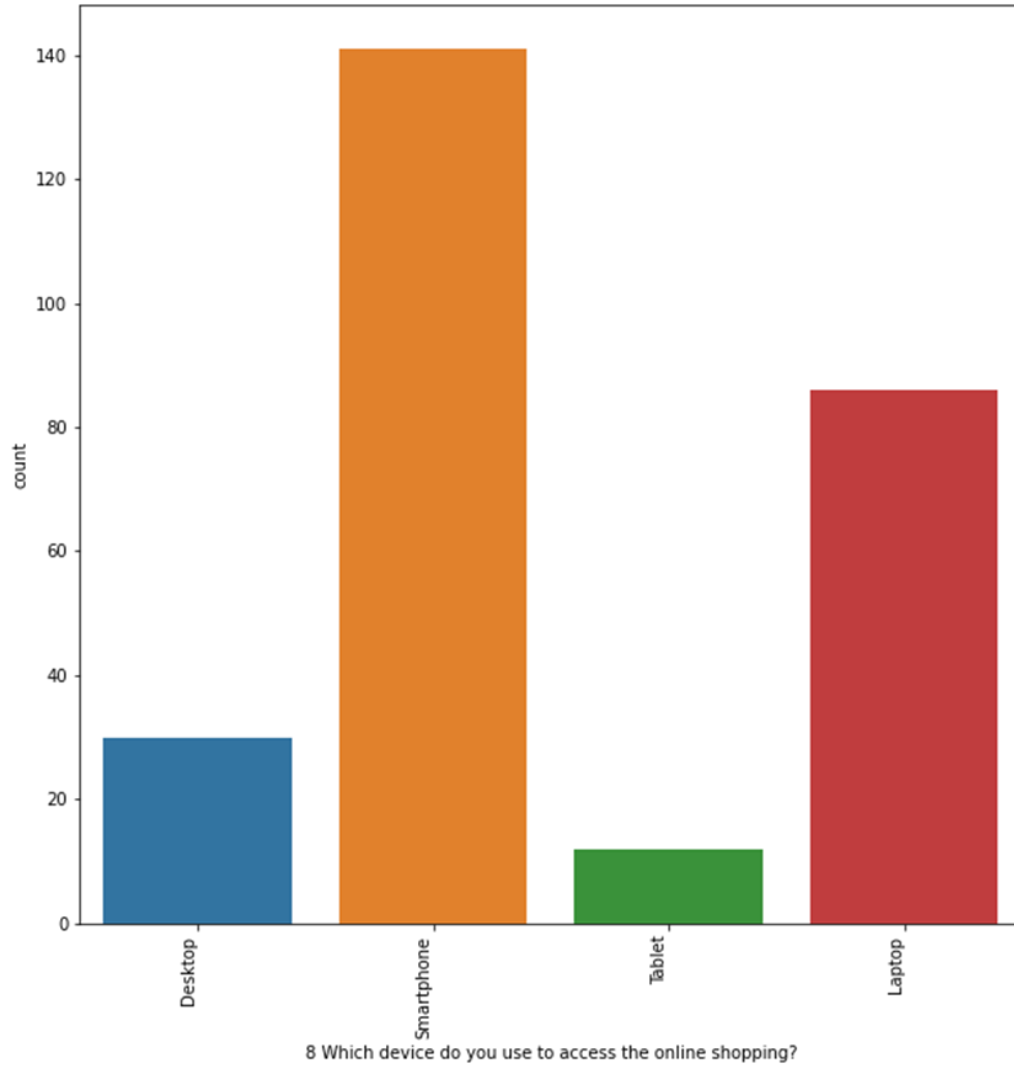
People having 4yrs counted highest followed by 2-3yrs, 3-4yrs



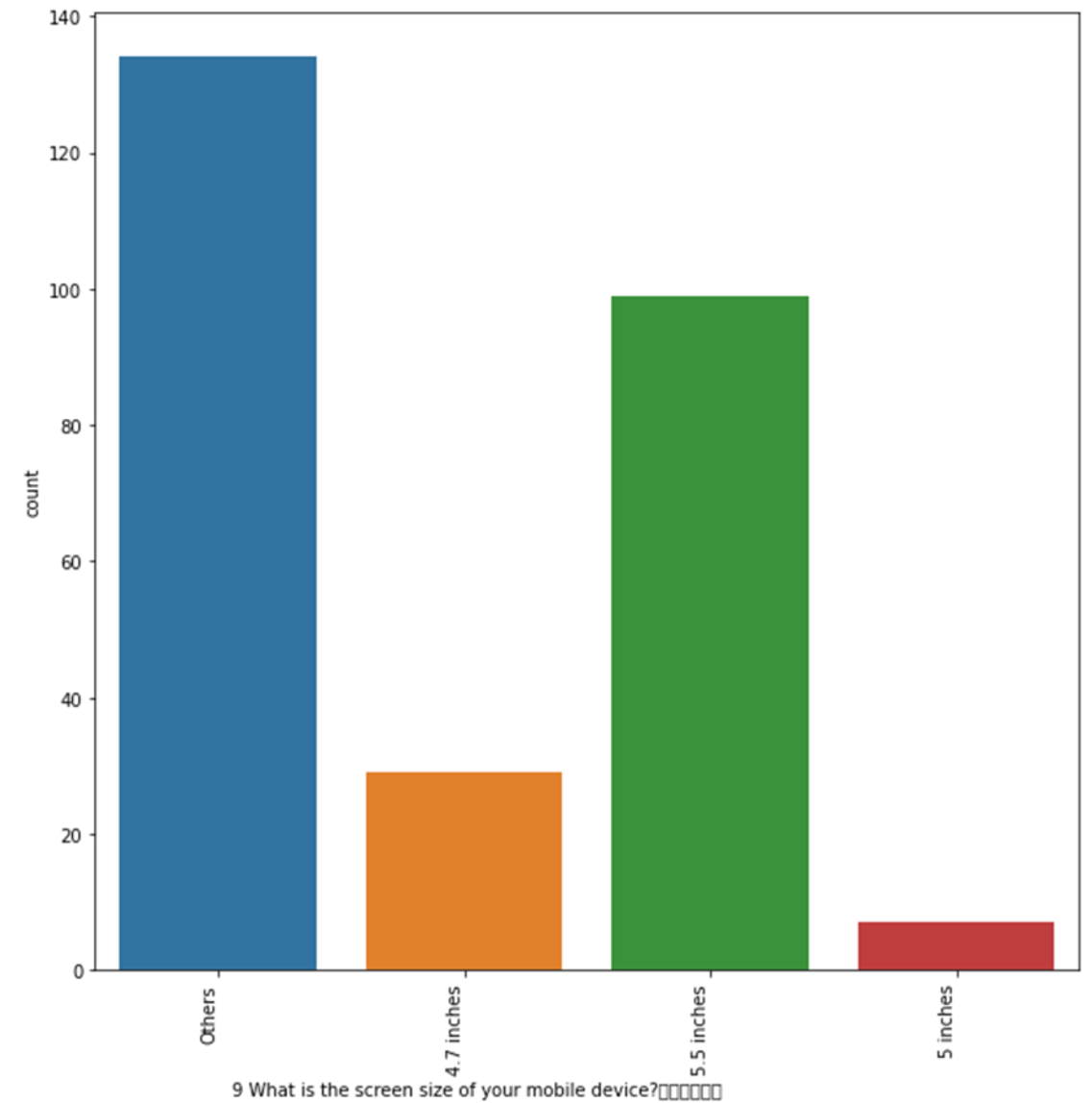
The people with less than 10 times more followed by 31-40 times.



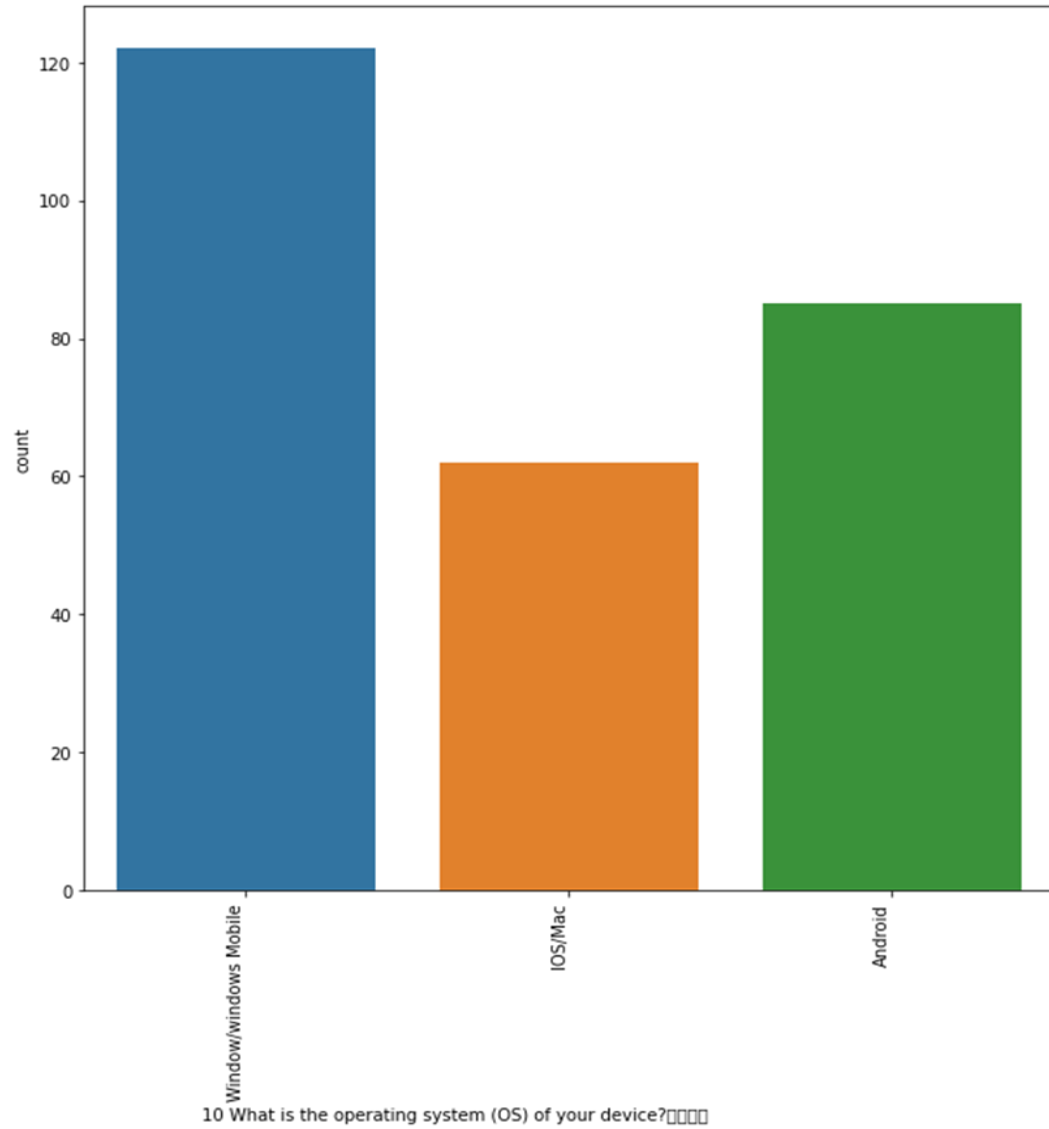
The people order with mobile internet most of the time followed by Wi-fi.



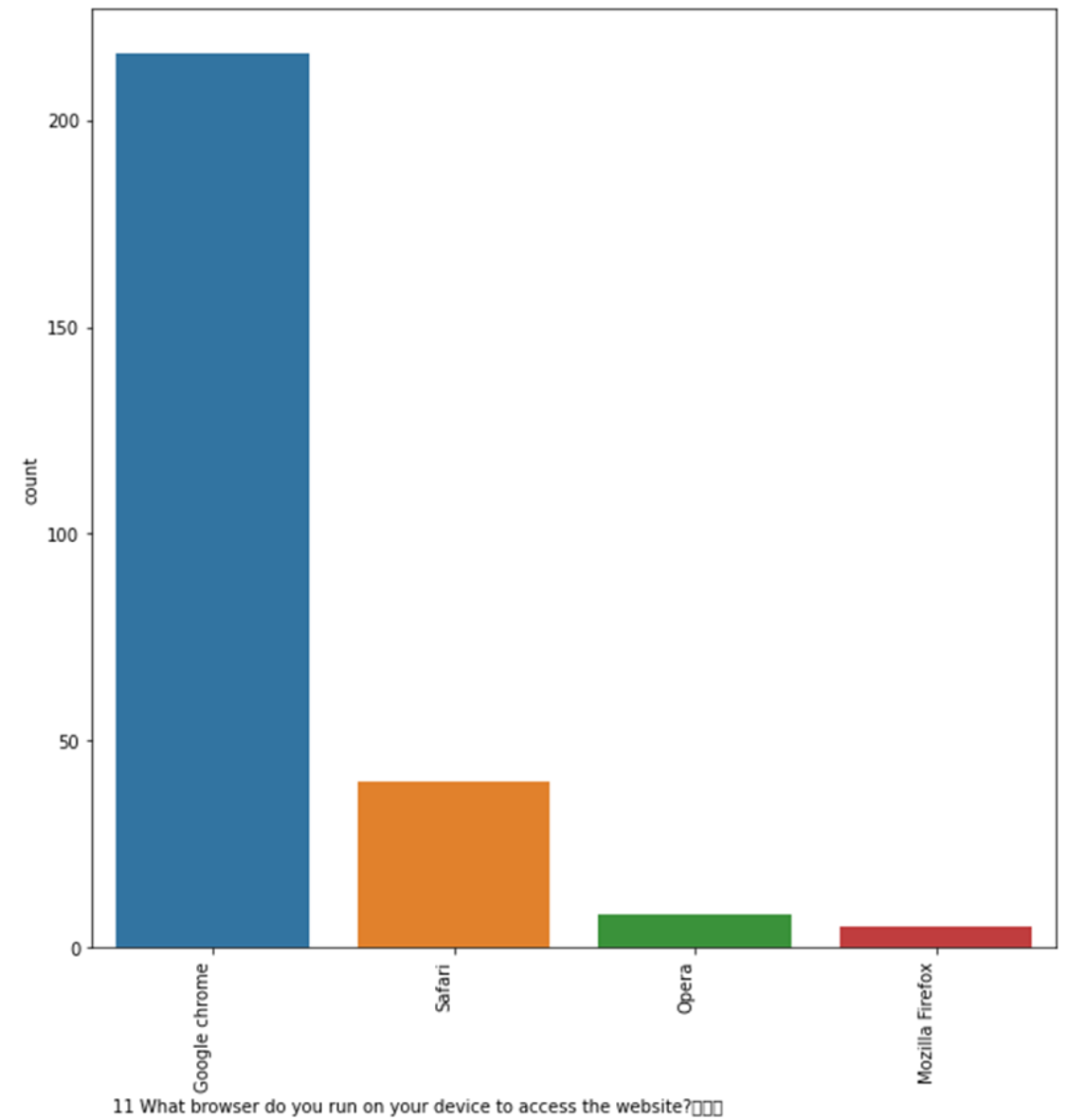
The smart phone device is used by the people followed by Laptop, Desktop.



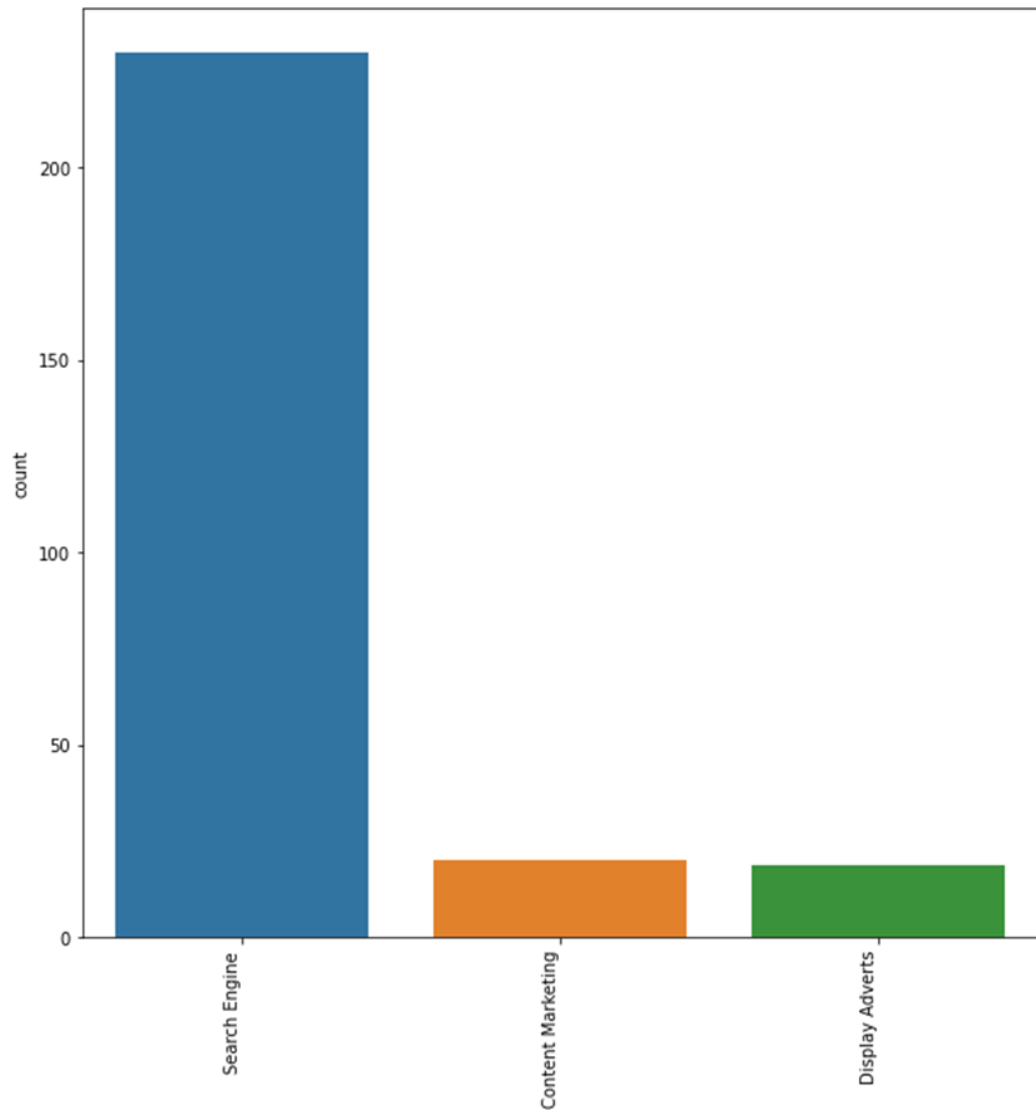
The device with higher screen is used by the people followed by 5.4, 4.7.



The smart phone device with the operating system windows mobile is used highest followed by the IOSMac and android.

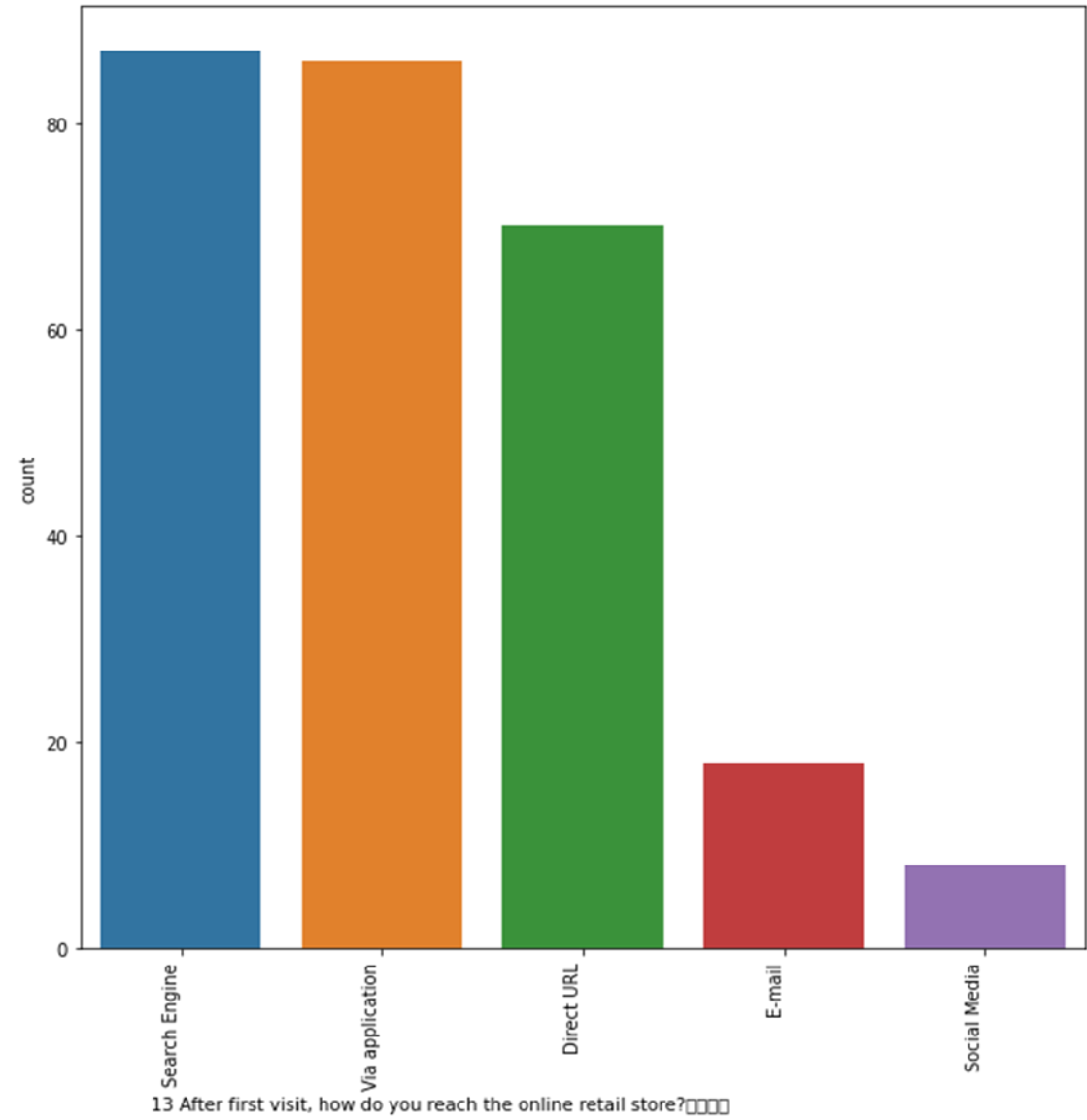


The google chrome is the highest used browser followed by safari and opera.



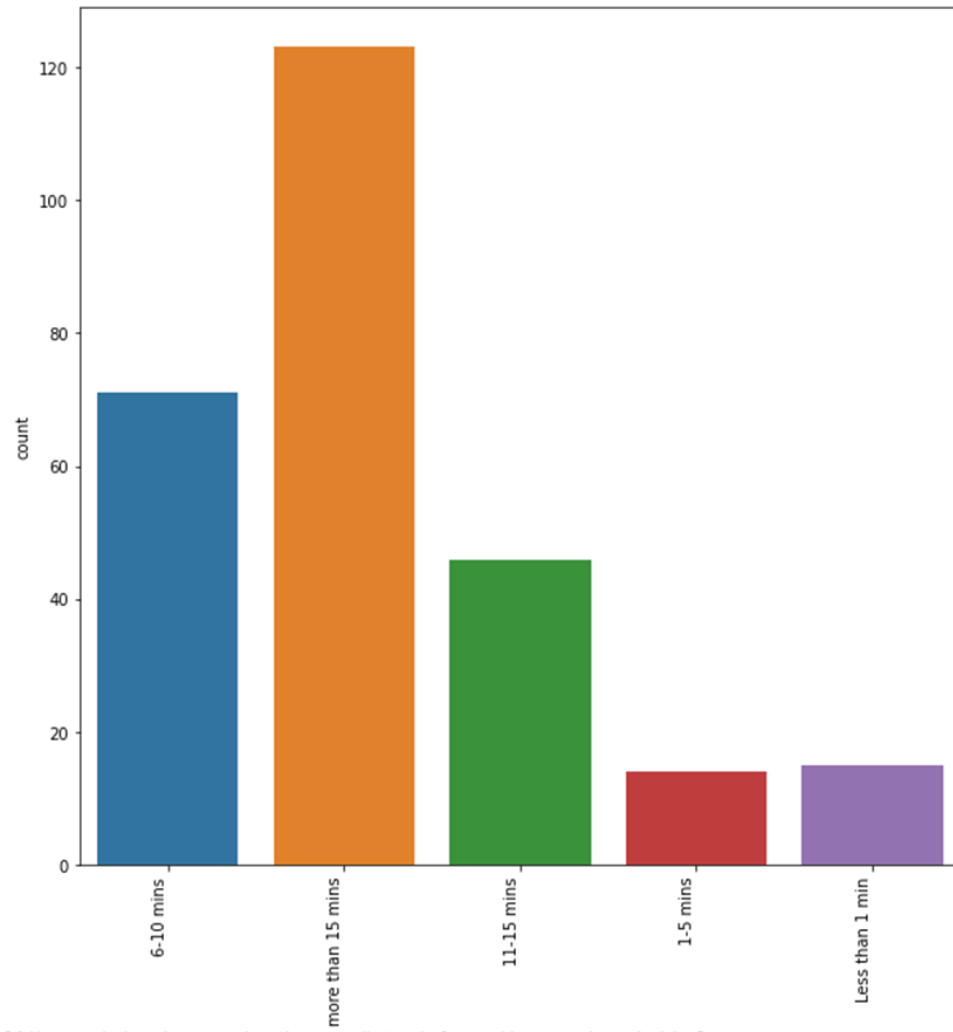
12 Which channel did you follow to arrive at your favorite online store for the first time?

The search Engine is most used for the online shopping.



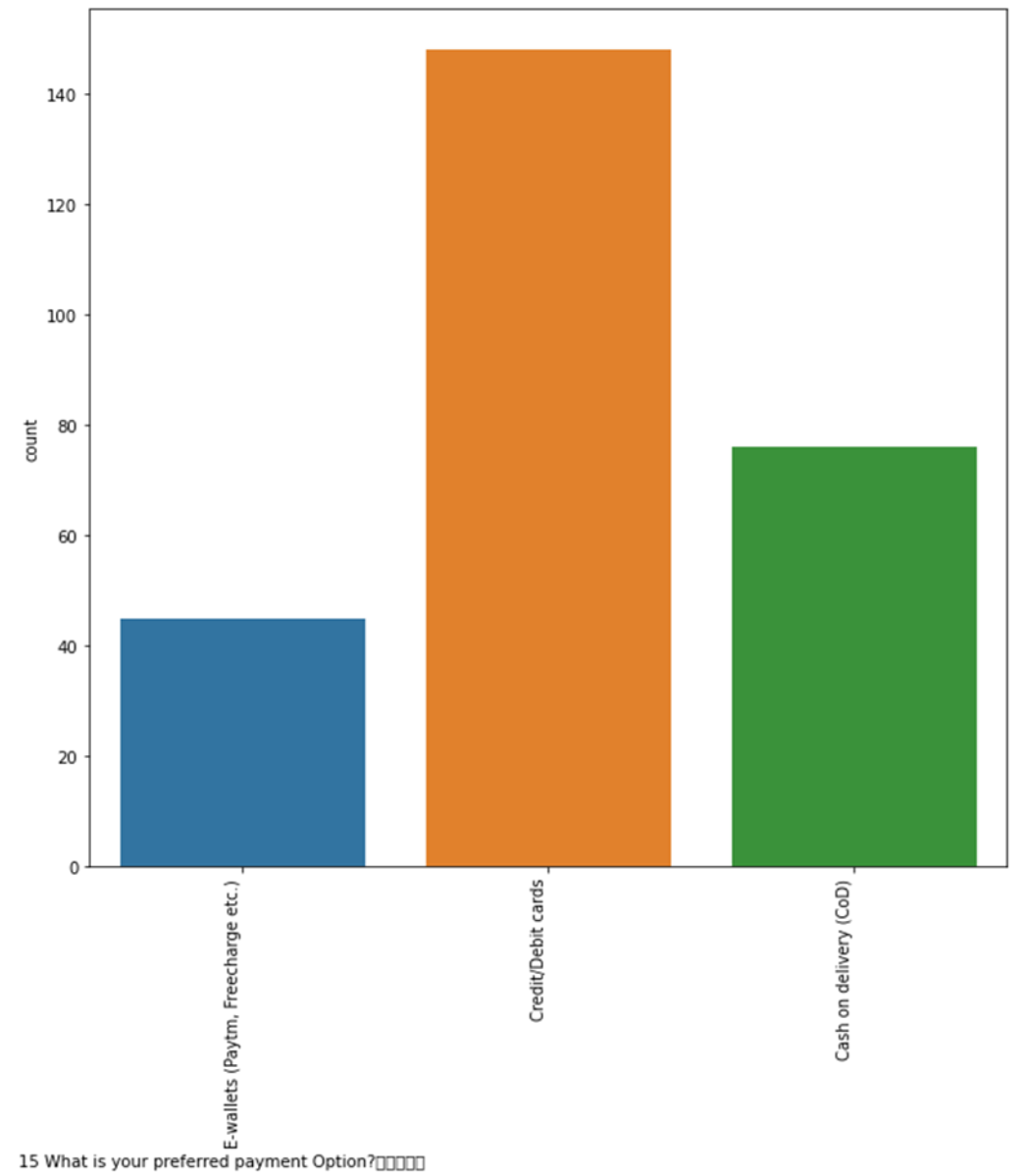
13 After first visit, how do you reach the online retail store?□□□□

The search Engine is most used and reached for the online shopping.



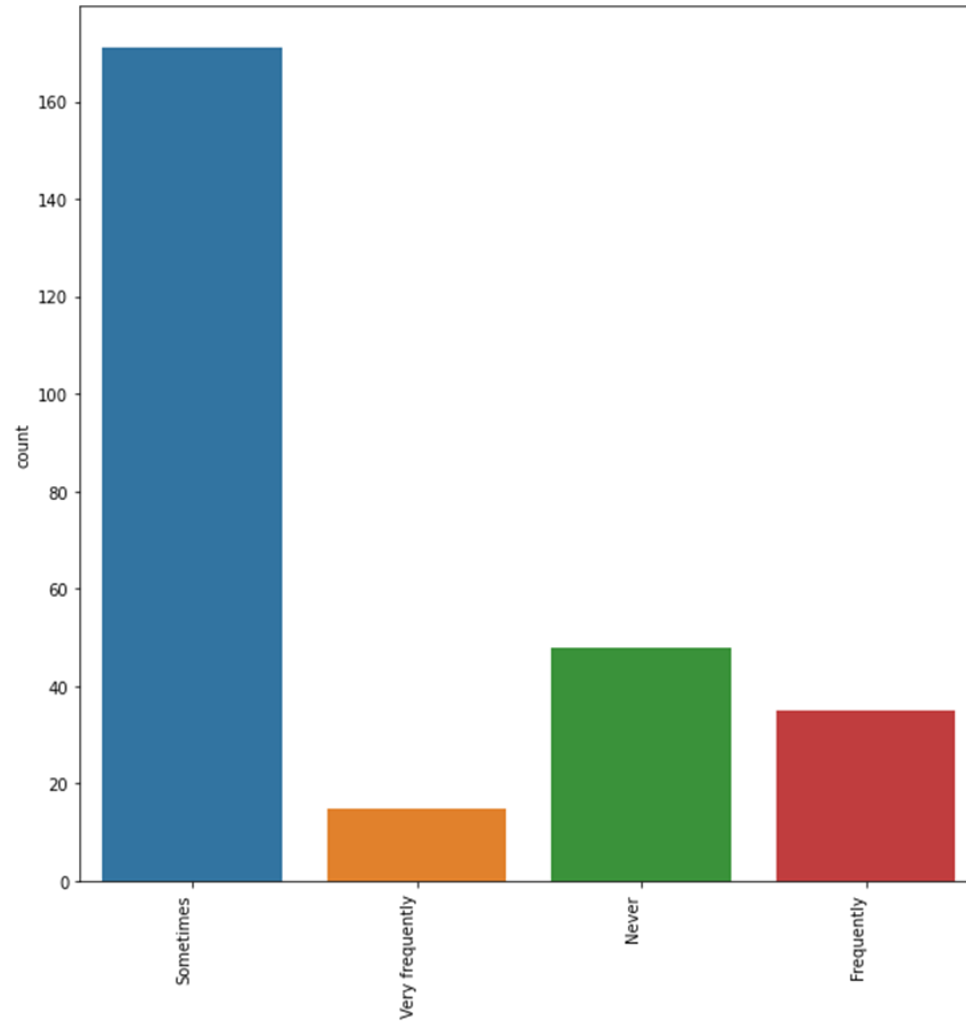
14 How much time do you explore the e- retail store before making a purchase decision?

People search more than 15 times before buying the product



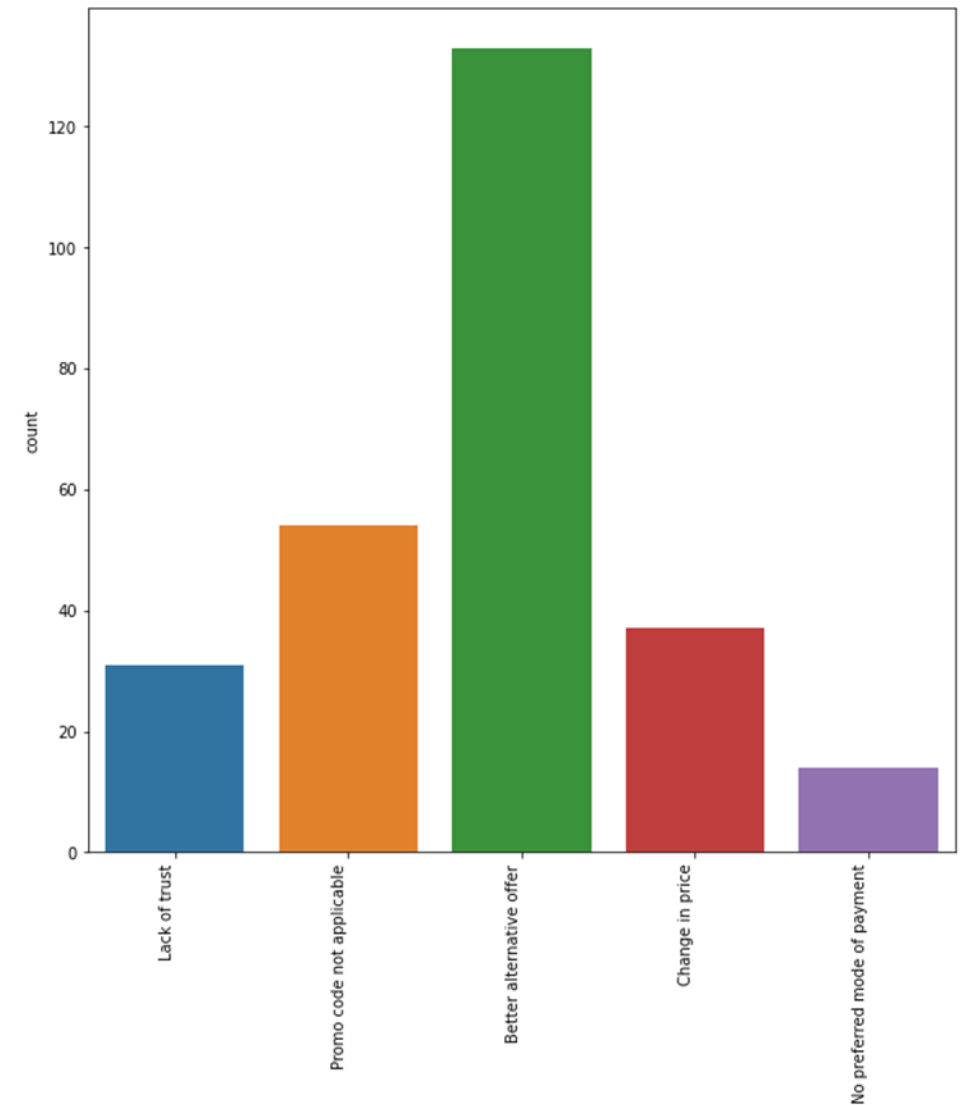
15 What is your preferred payment Option?

Most people use credit/Debit cards for purchases



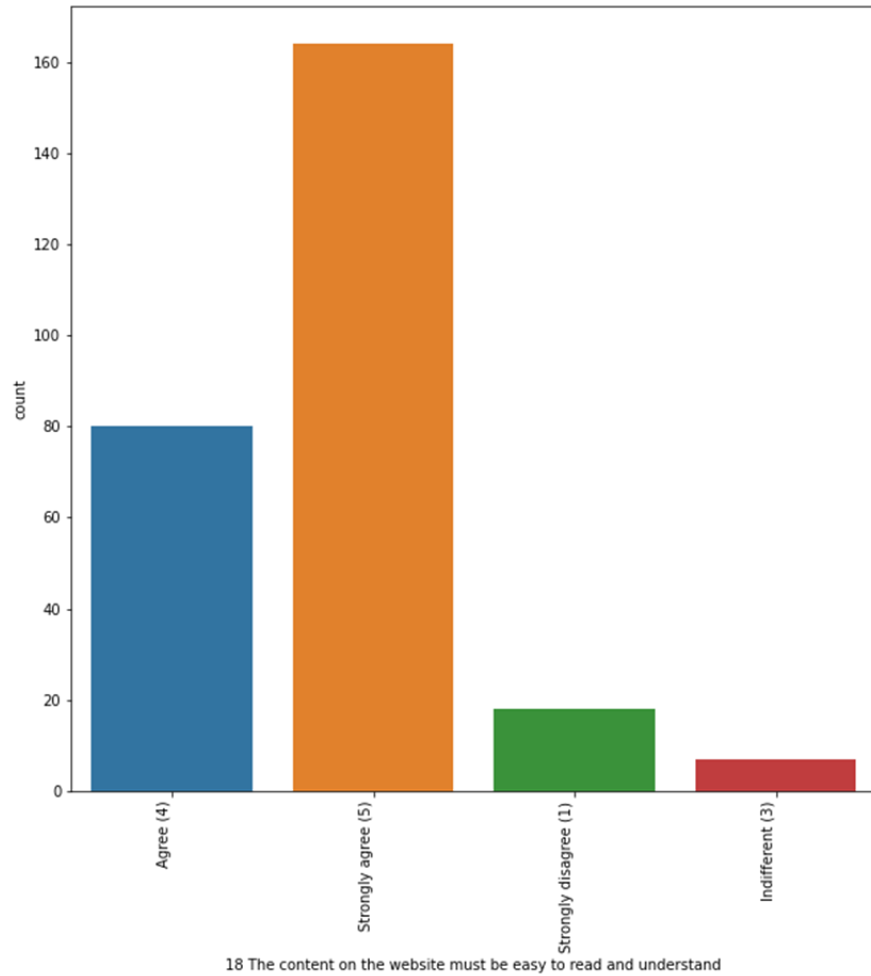
16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart? [] [] [] [] [] [] []

People buy the product sometimes which is picked in the cart

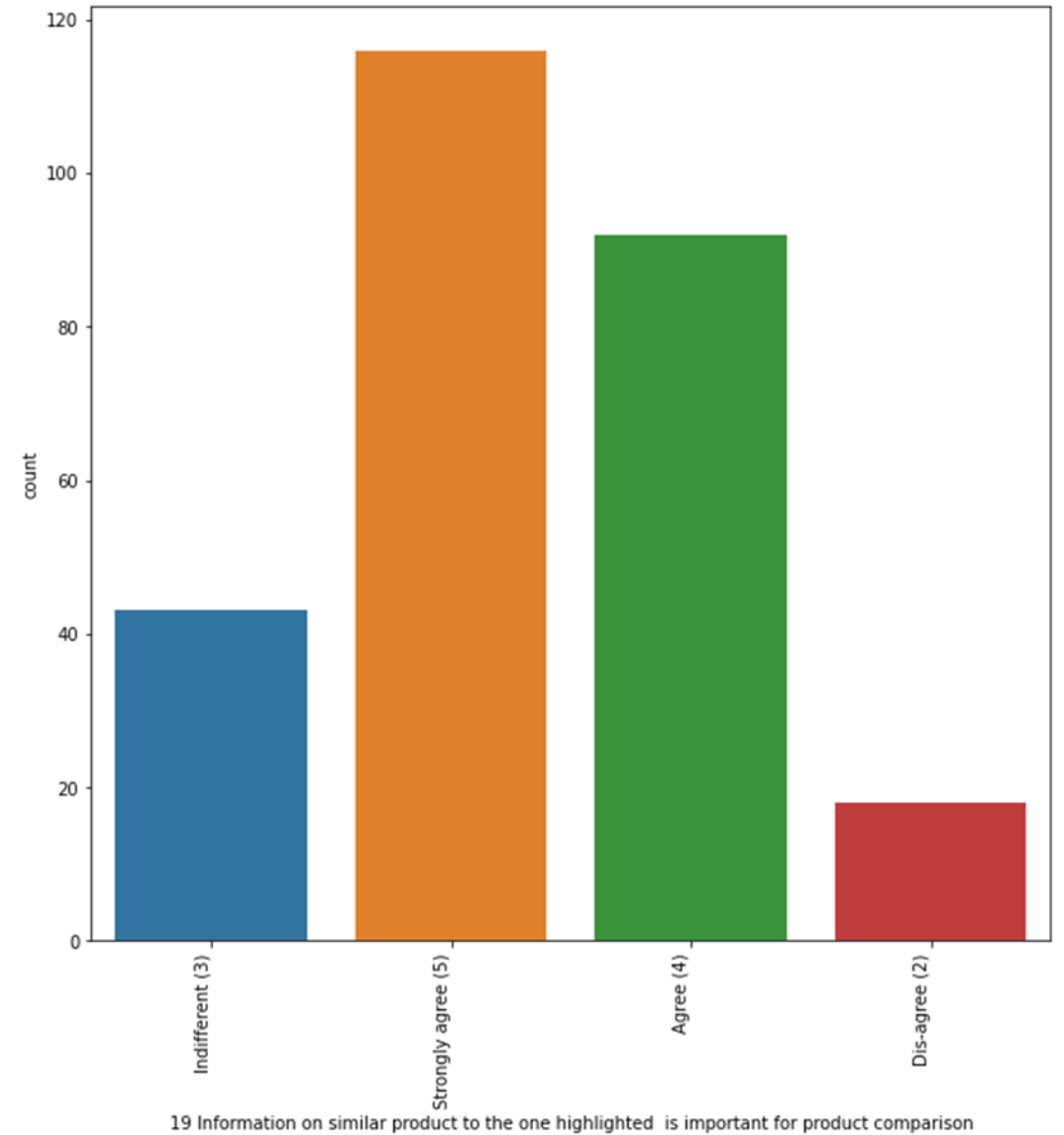


17 Why did you abandon the "Bag", "Shopping Cart"? [] [] [] [] [] [] []

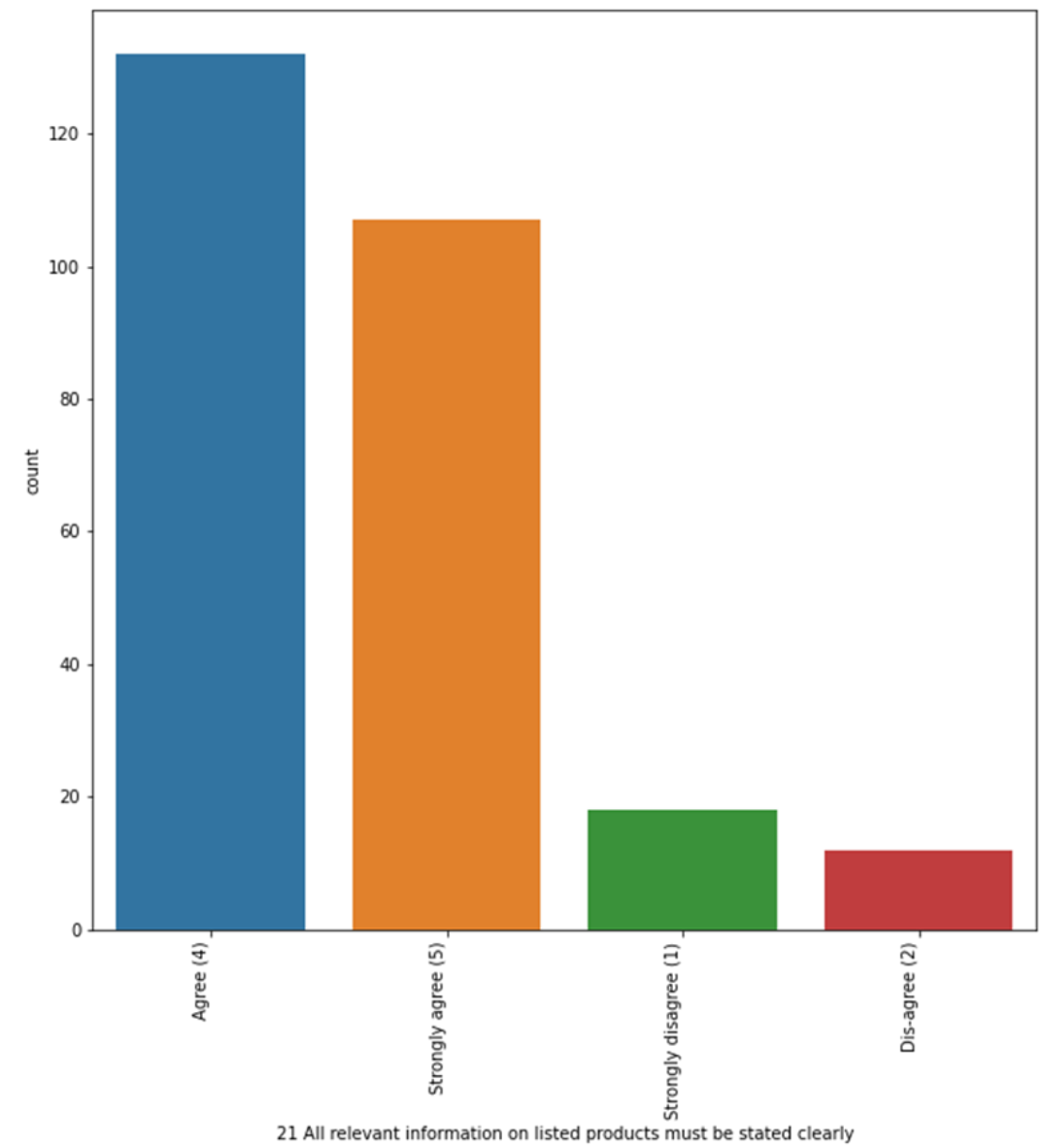
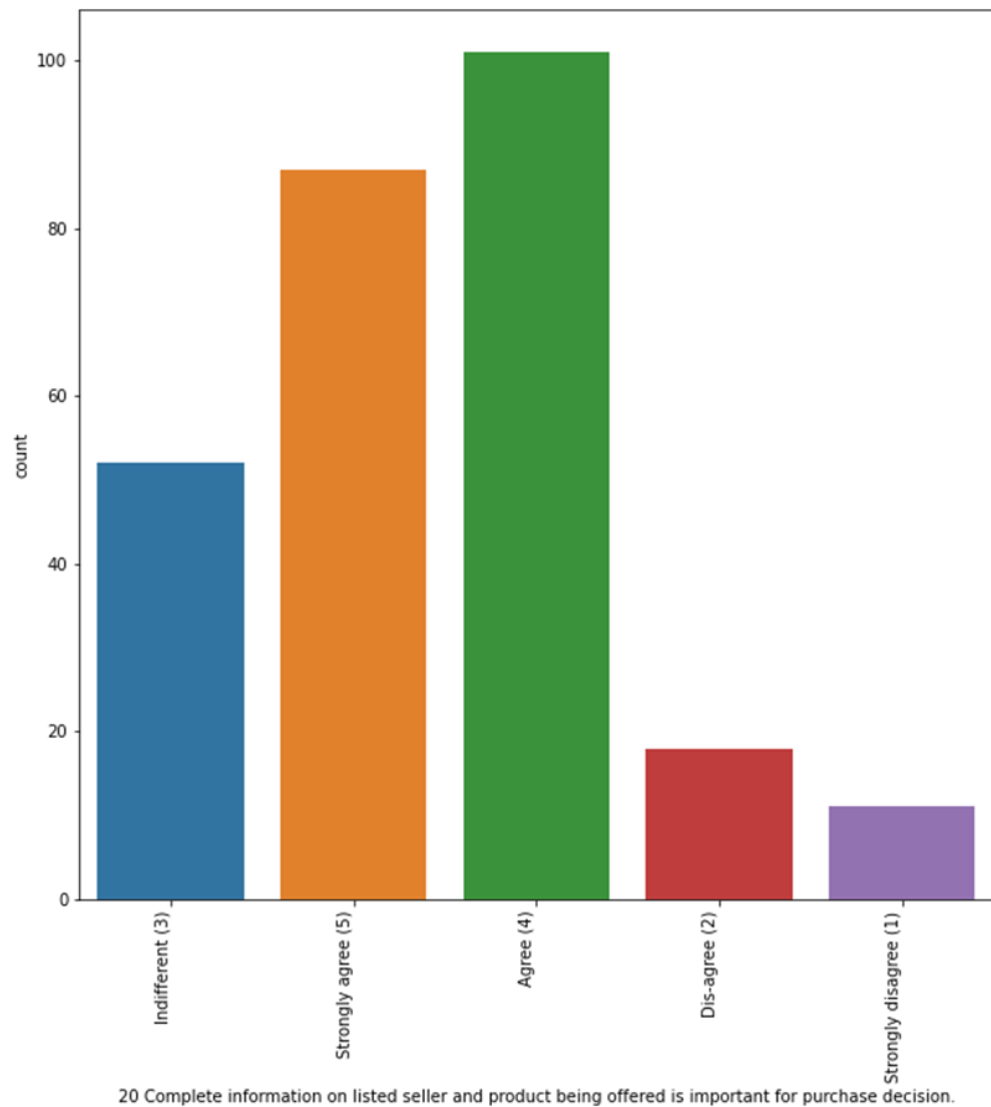
Most of the people abandon the cart because of better offers



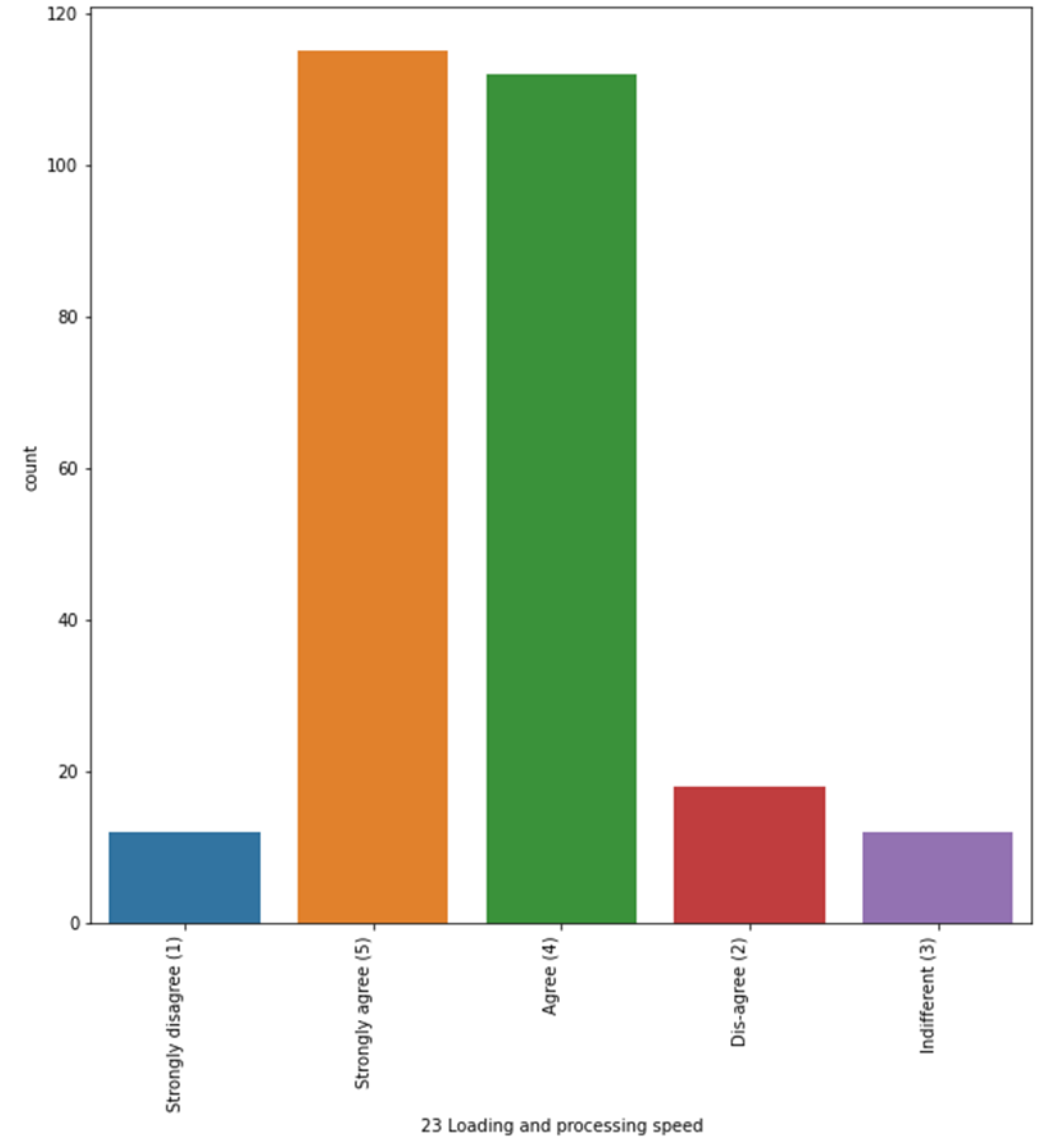
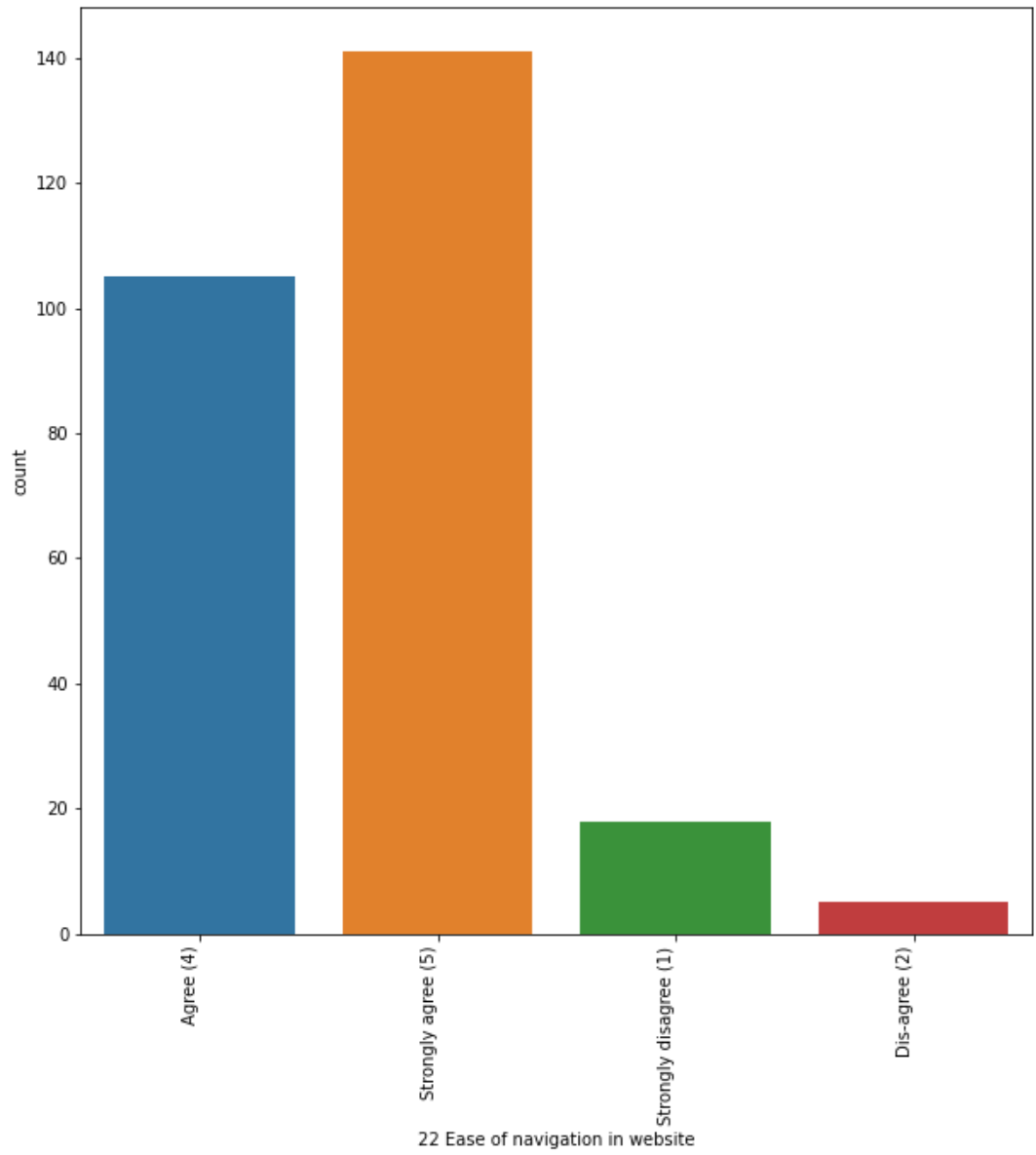
People buy the product sometimes which is picked in the cart



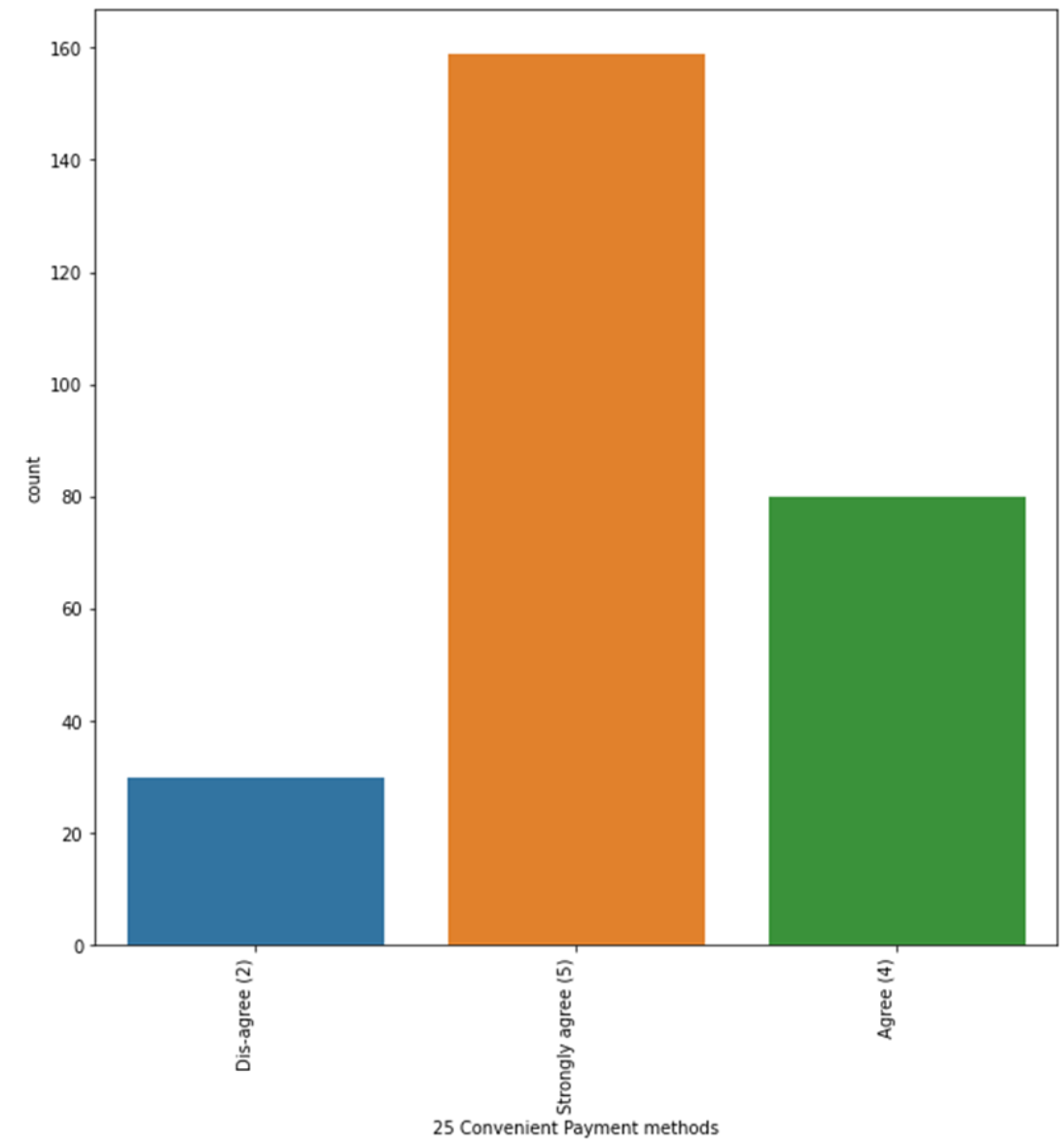
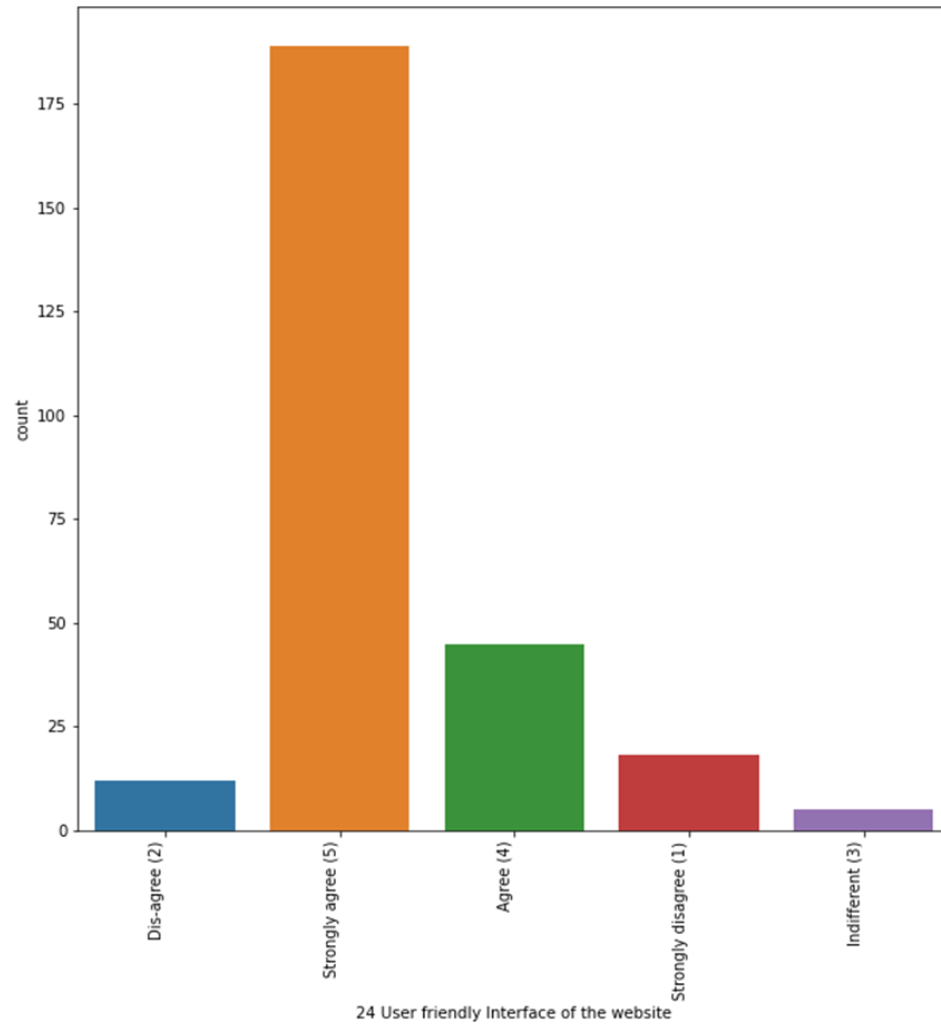
Most people want alternative product with same specification so they want to compare with product of same specification.



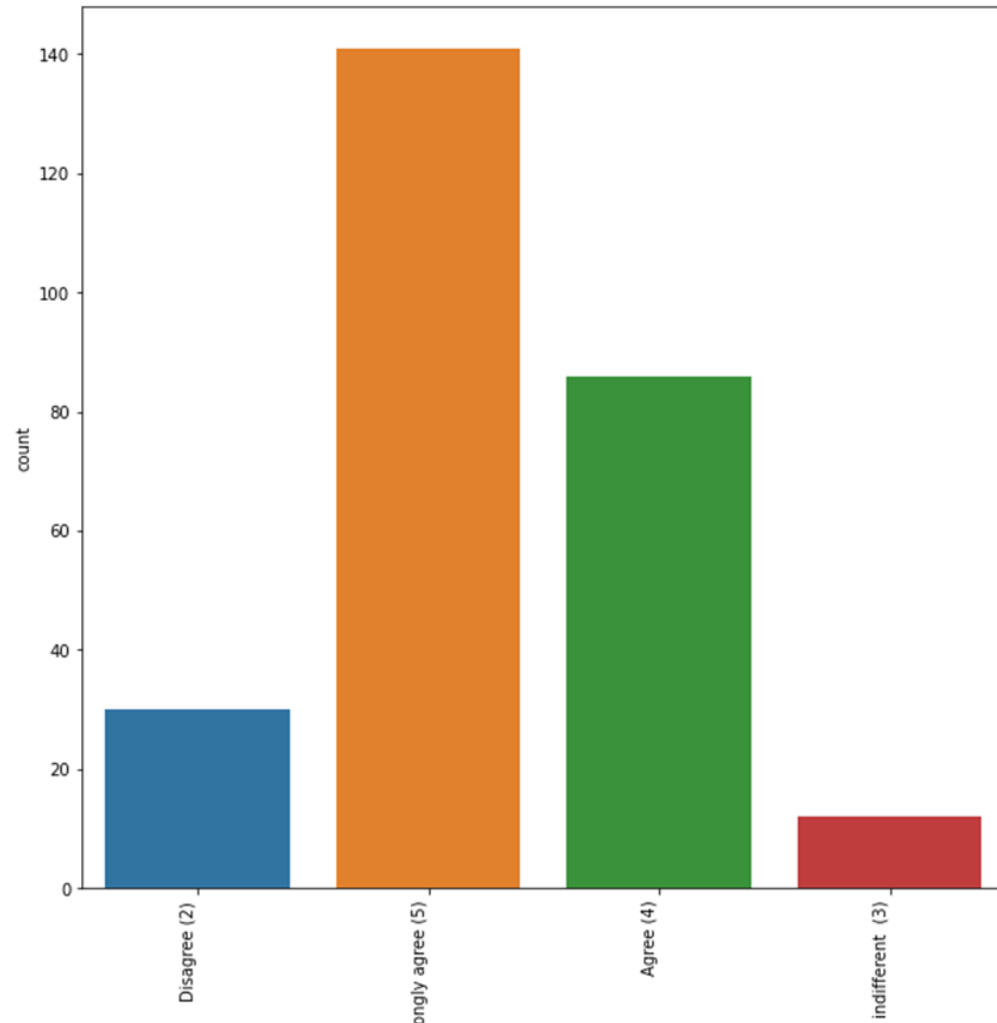
Most of the people agree for shopping online gives all the information on the products



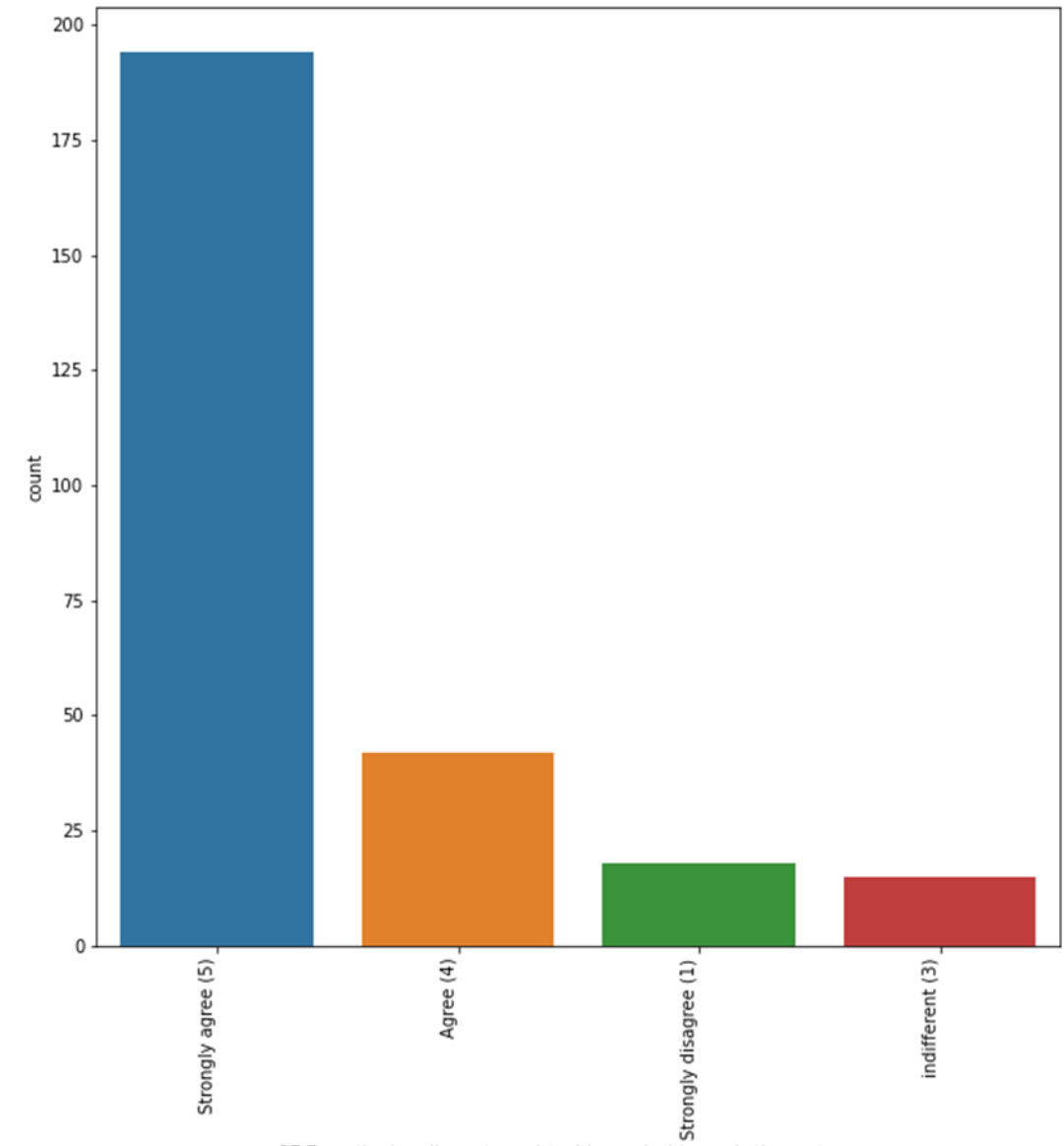
Most of the people agree for shopping online gives ease of navigation and loading speed



Most of the people agree for shopping online gives user friendly website and convenient payment methods

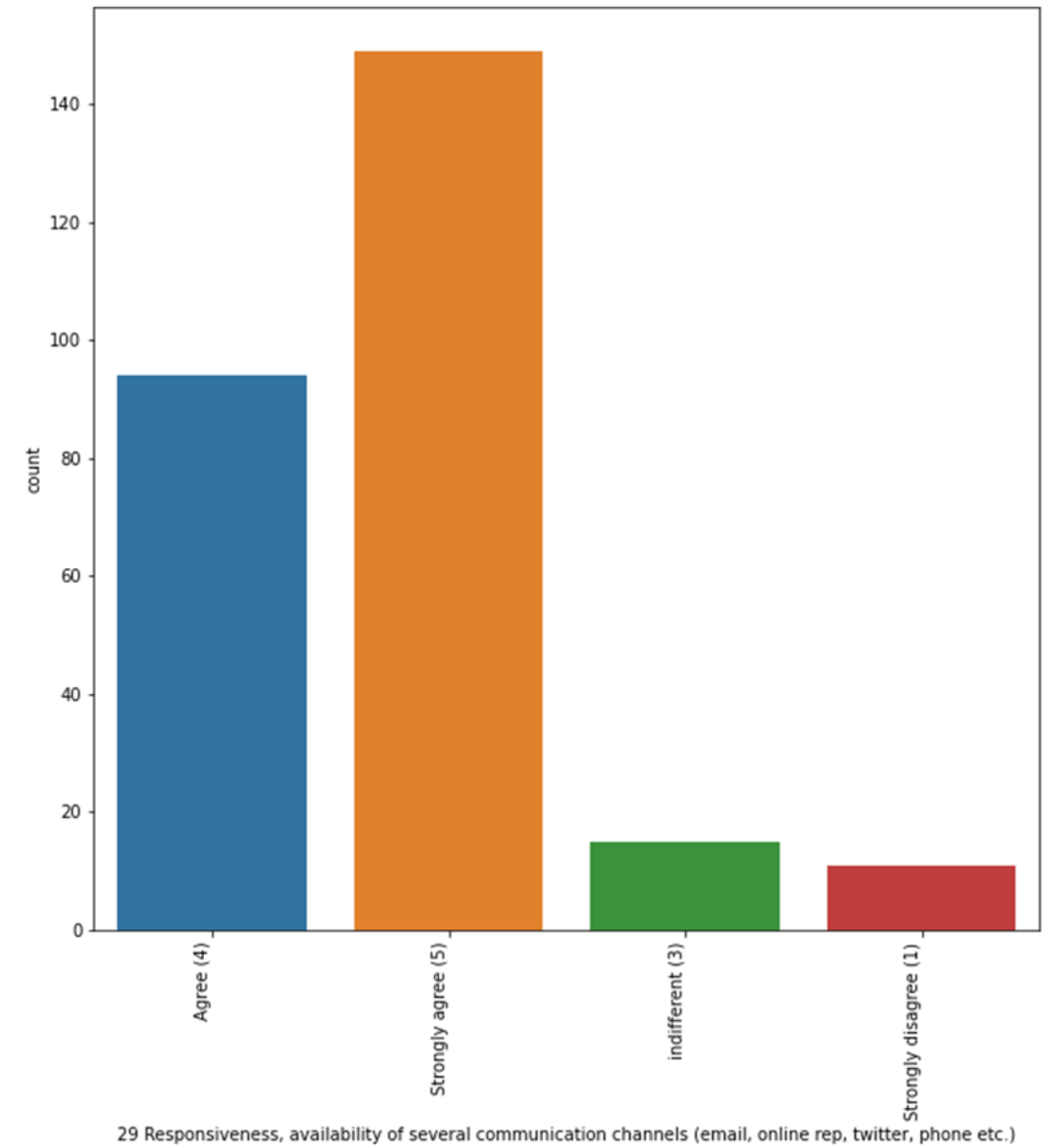
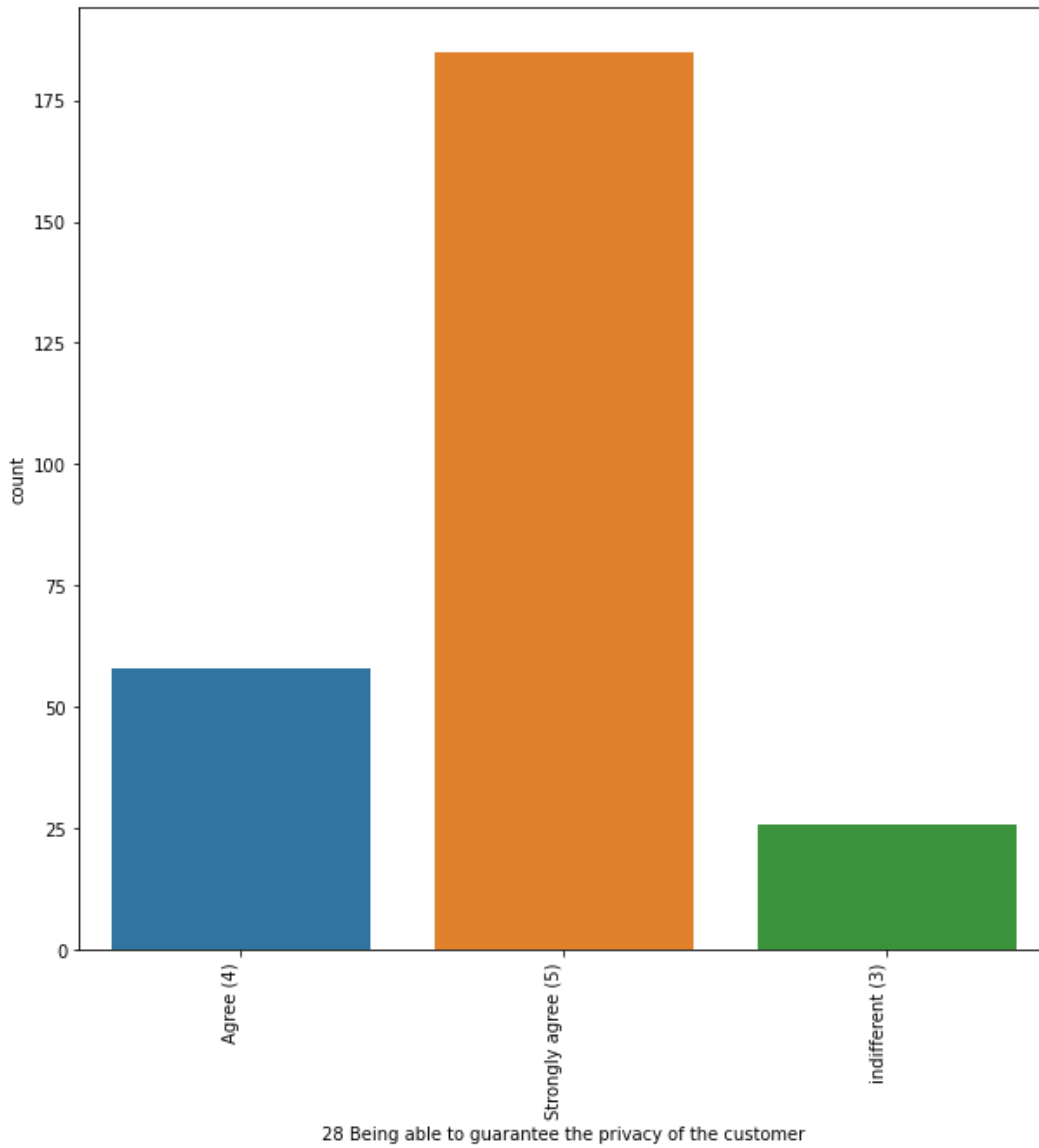


26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time

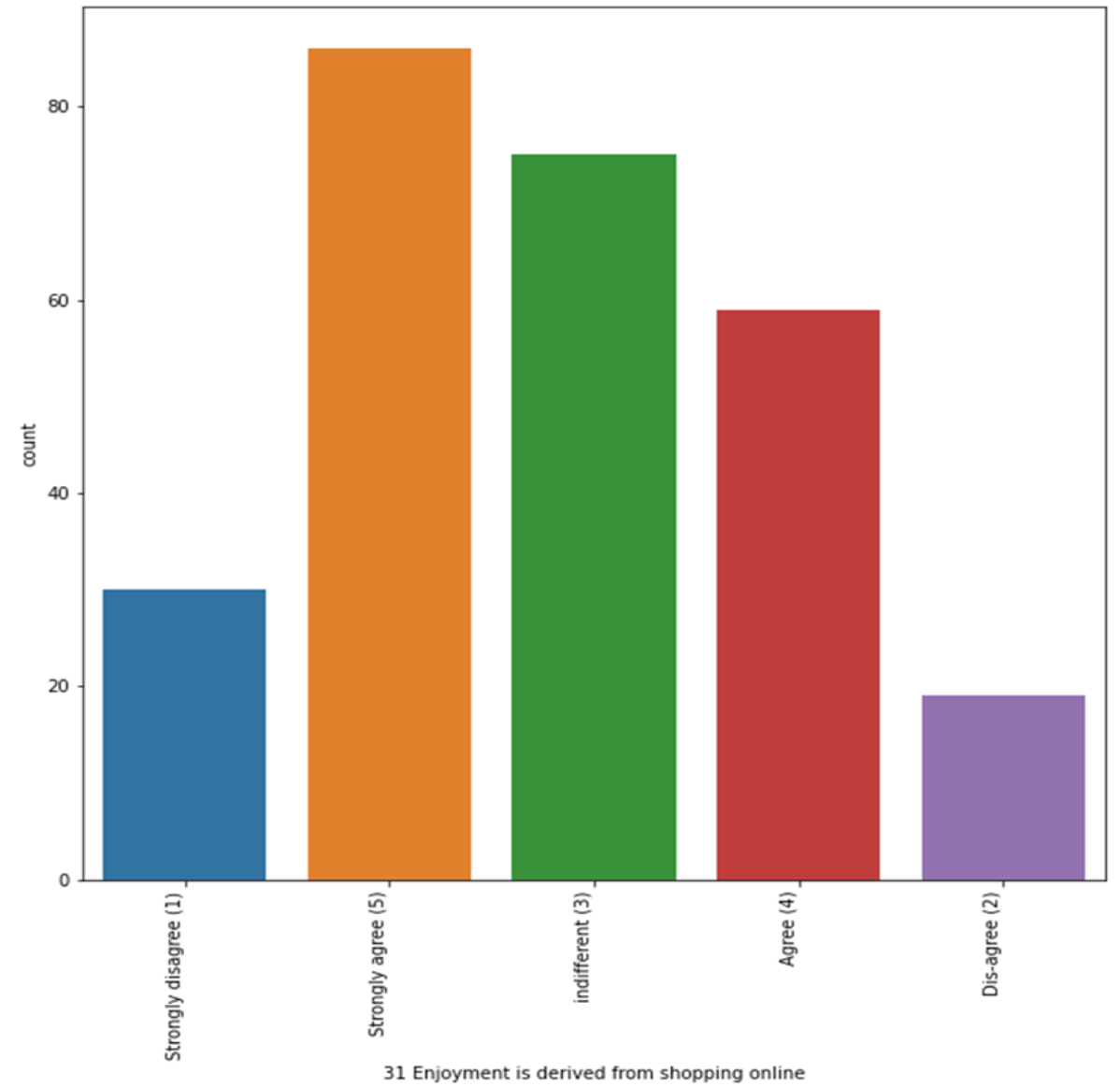
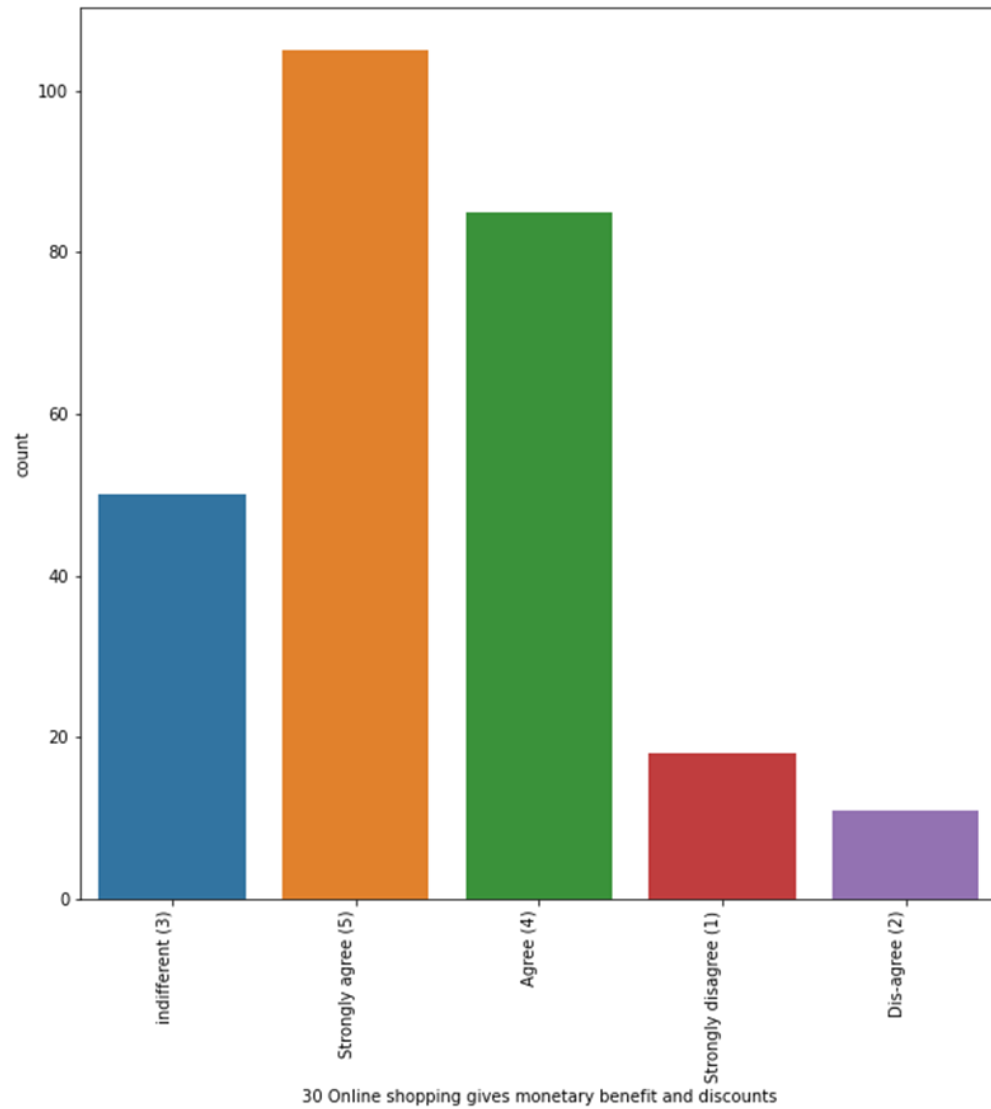


27 Empathy (readiness to assist with queries) towards the customers

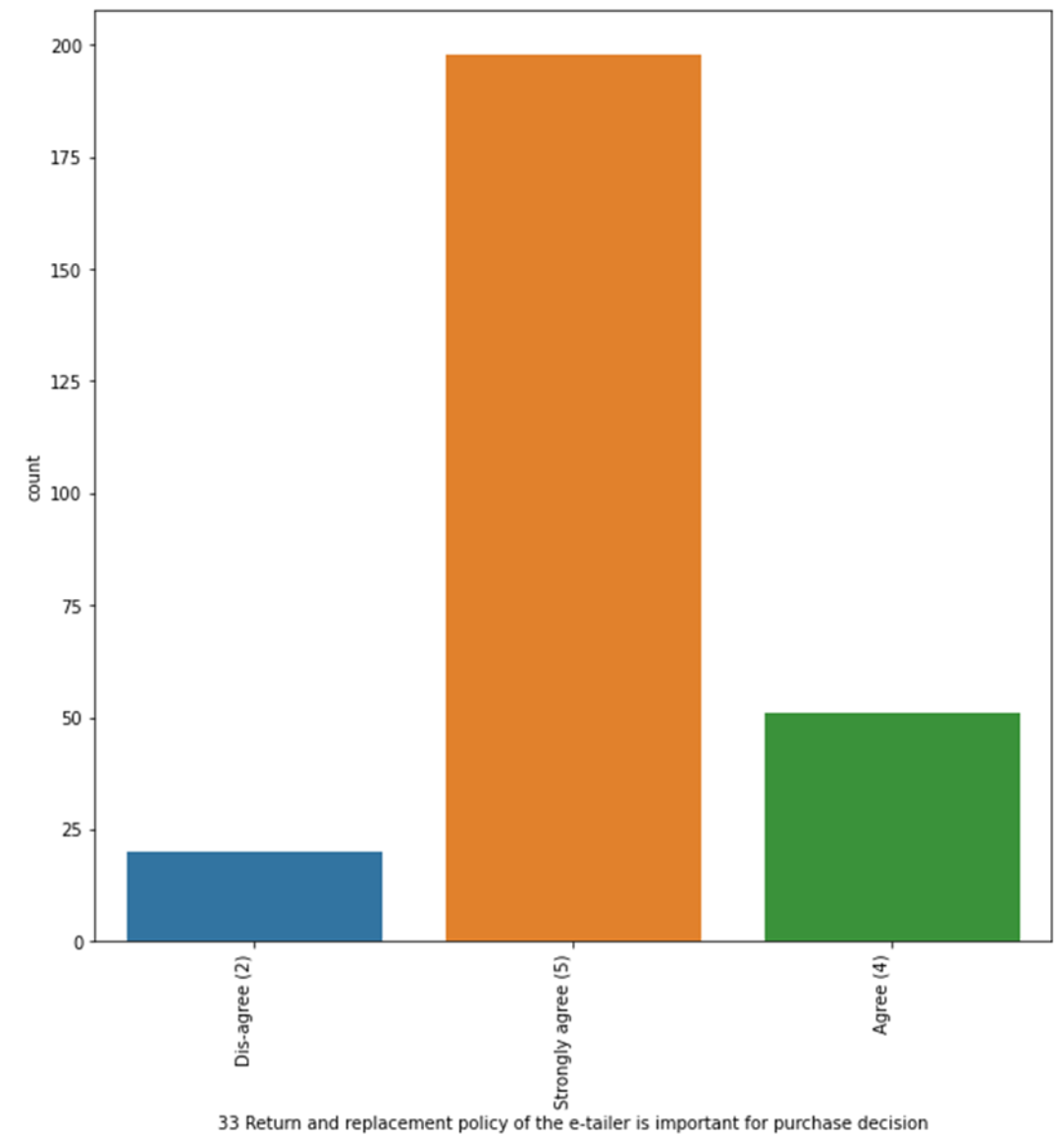
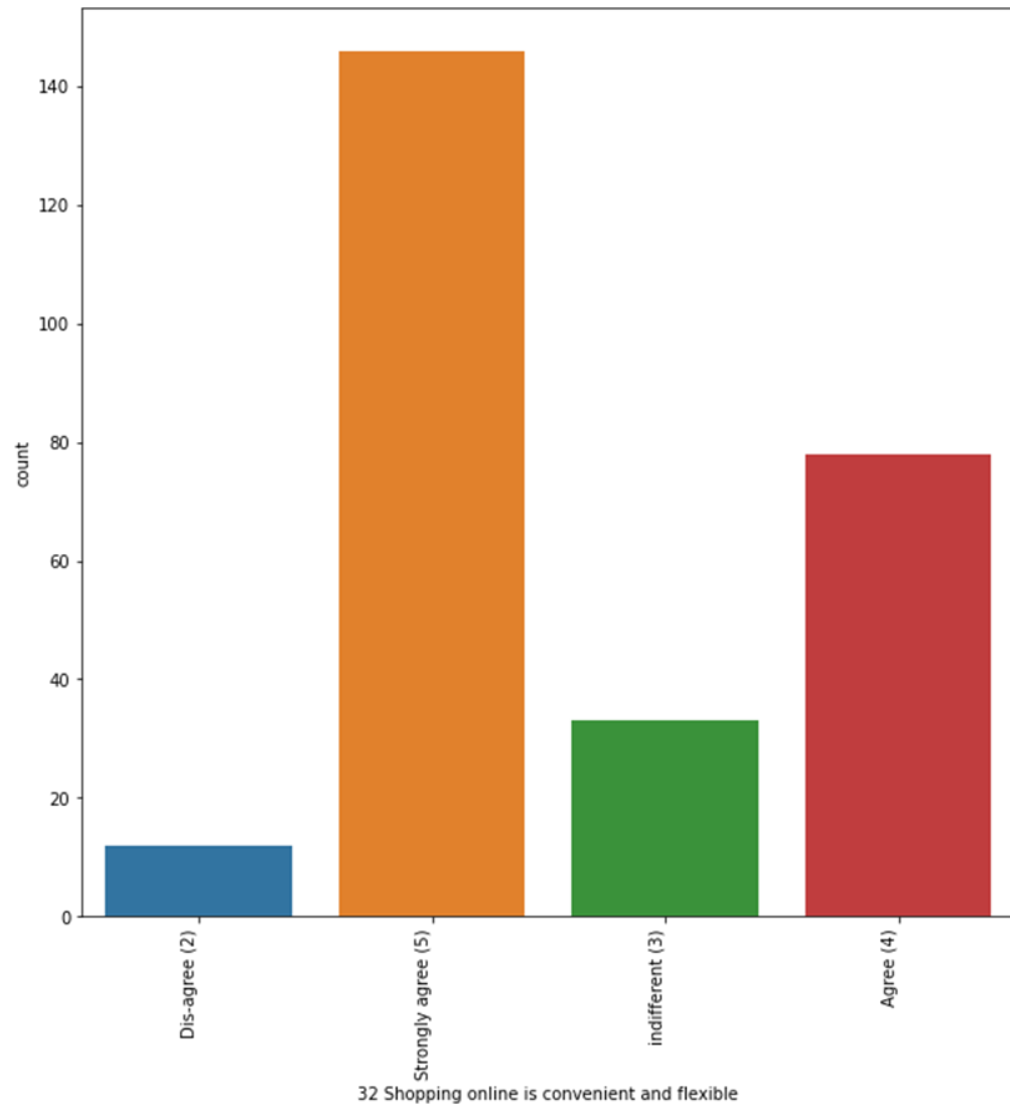
Most of the people agree for shopping online gives trust and empathy towards customers



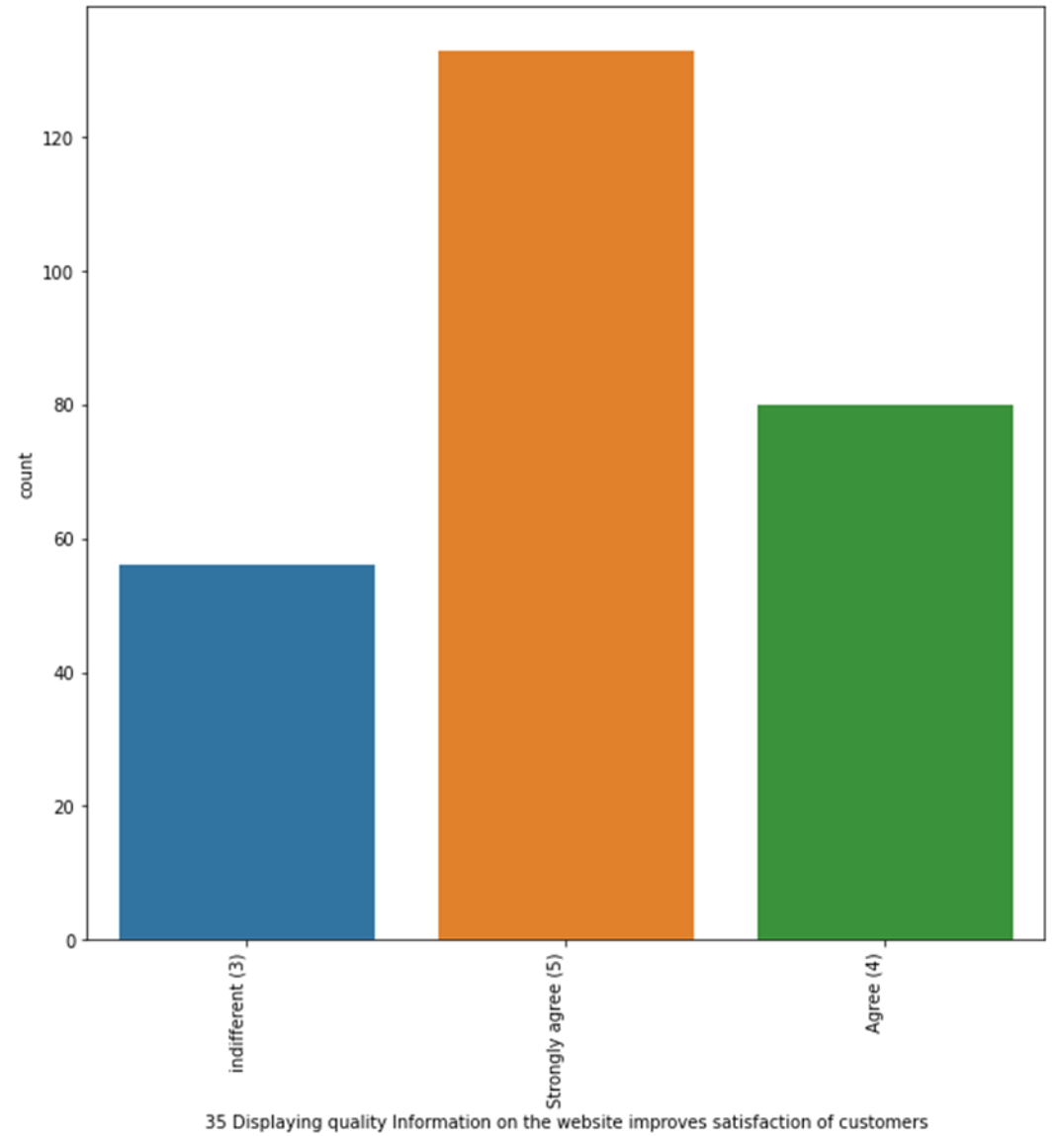
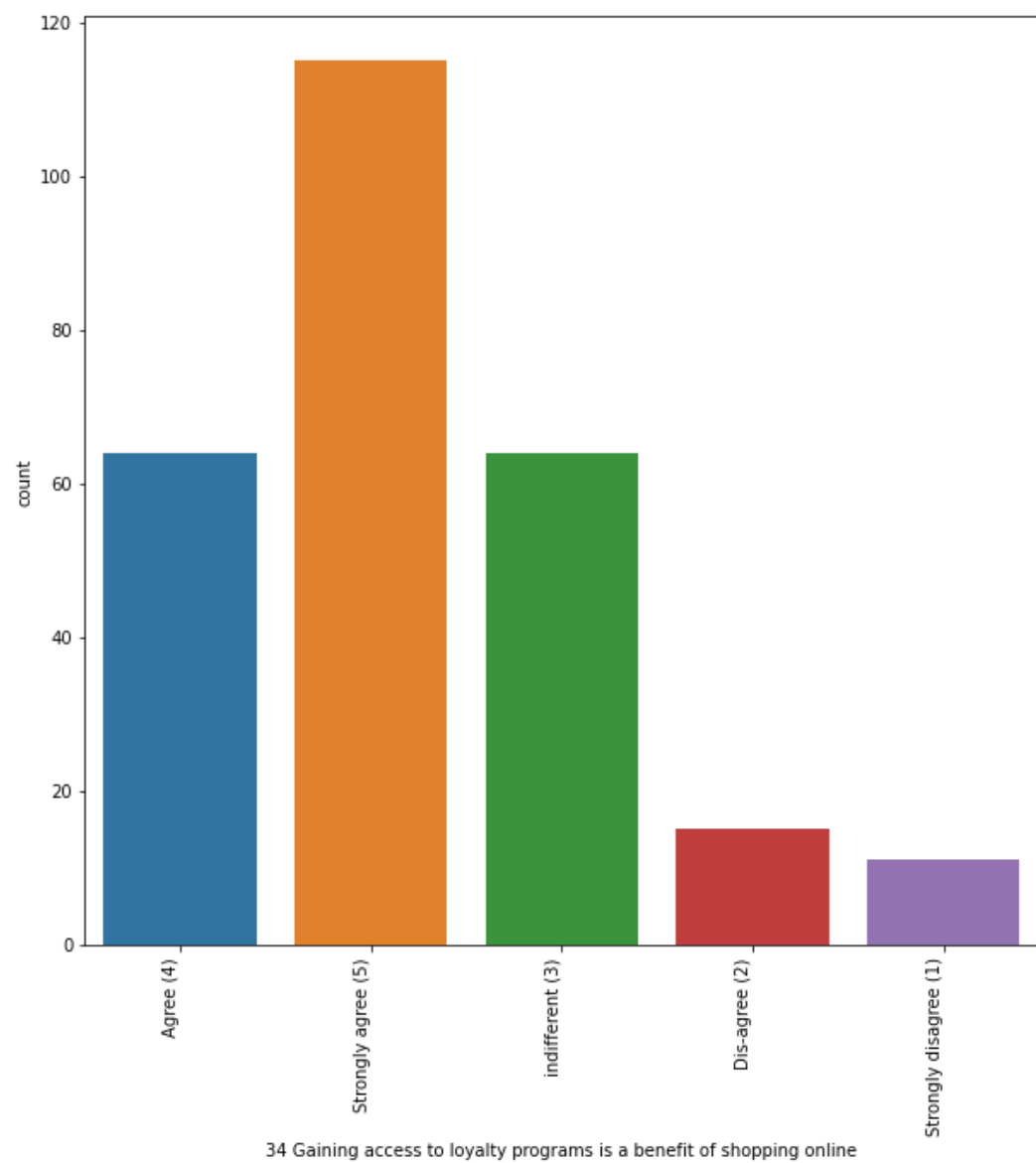
Most of the people agree for shopping online gives trust and empathy towards customers



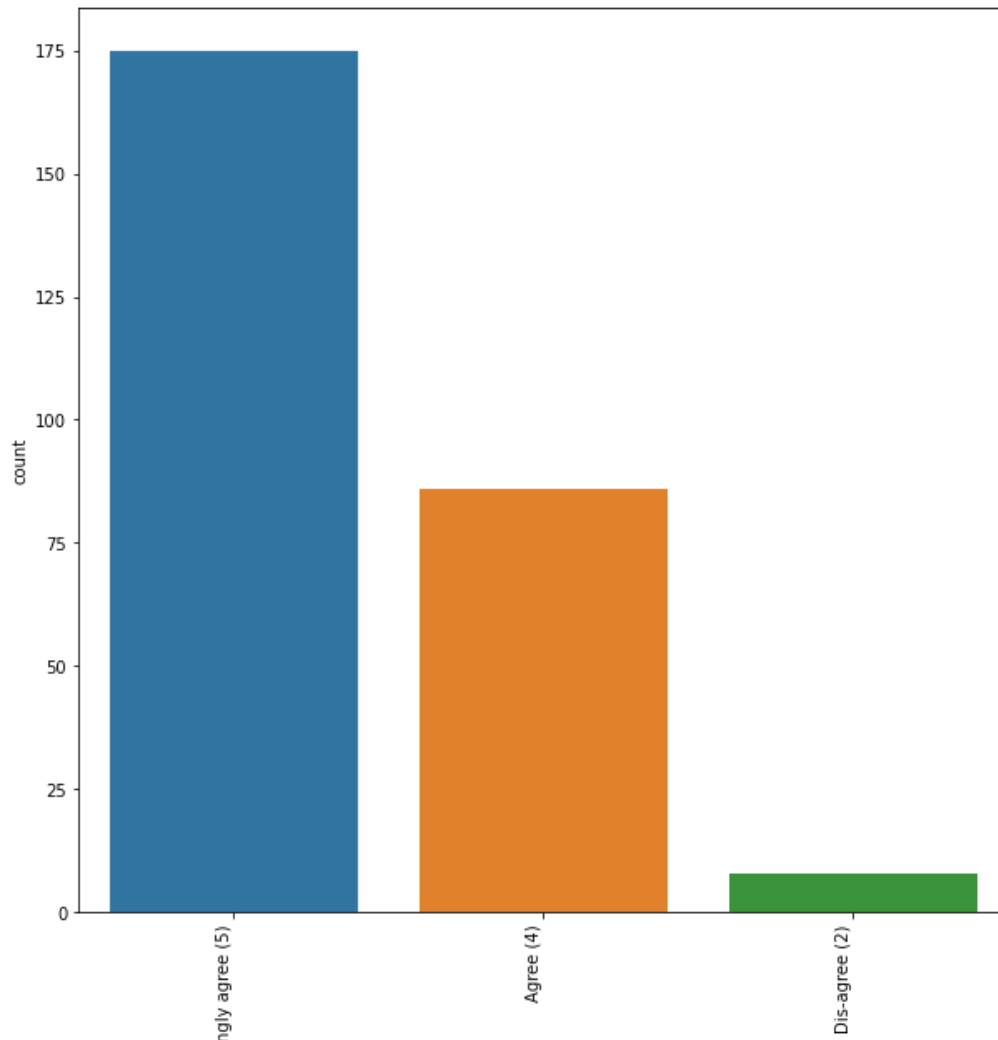
Most of the people agree for shopping online gives enjoyment and monetary benefits to customers



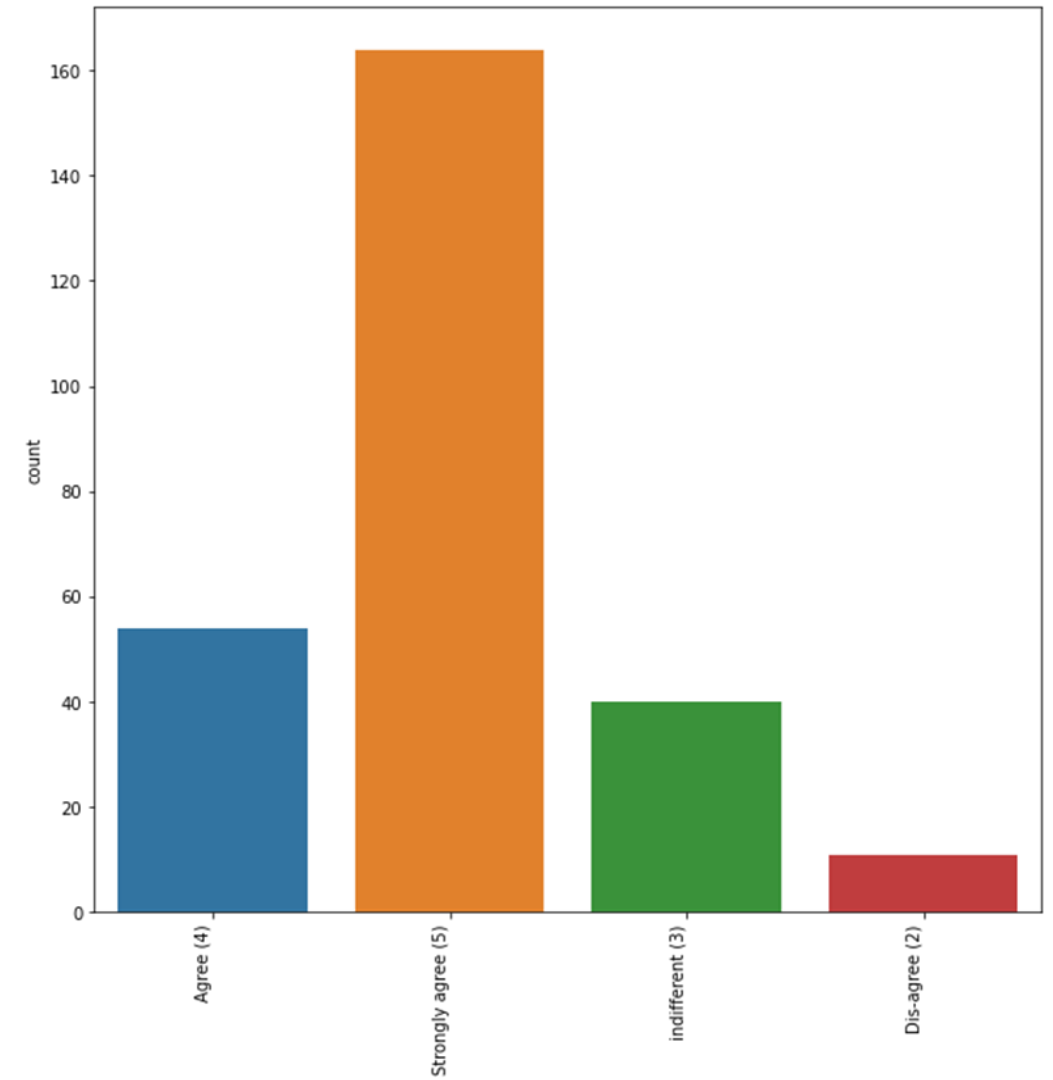
Most of the people agree for shopping online ease in exchange and flexible



Most of the people agree for shopping satisfaction of the customers

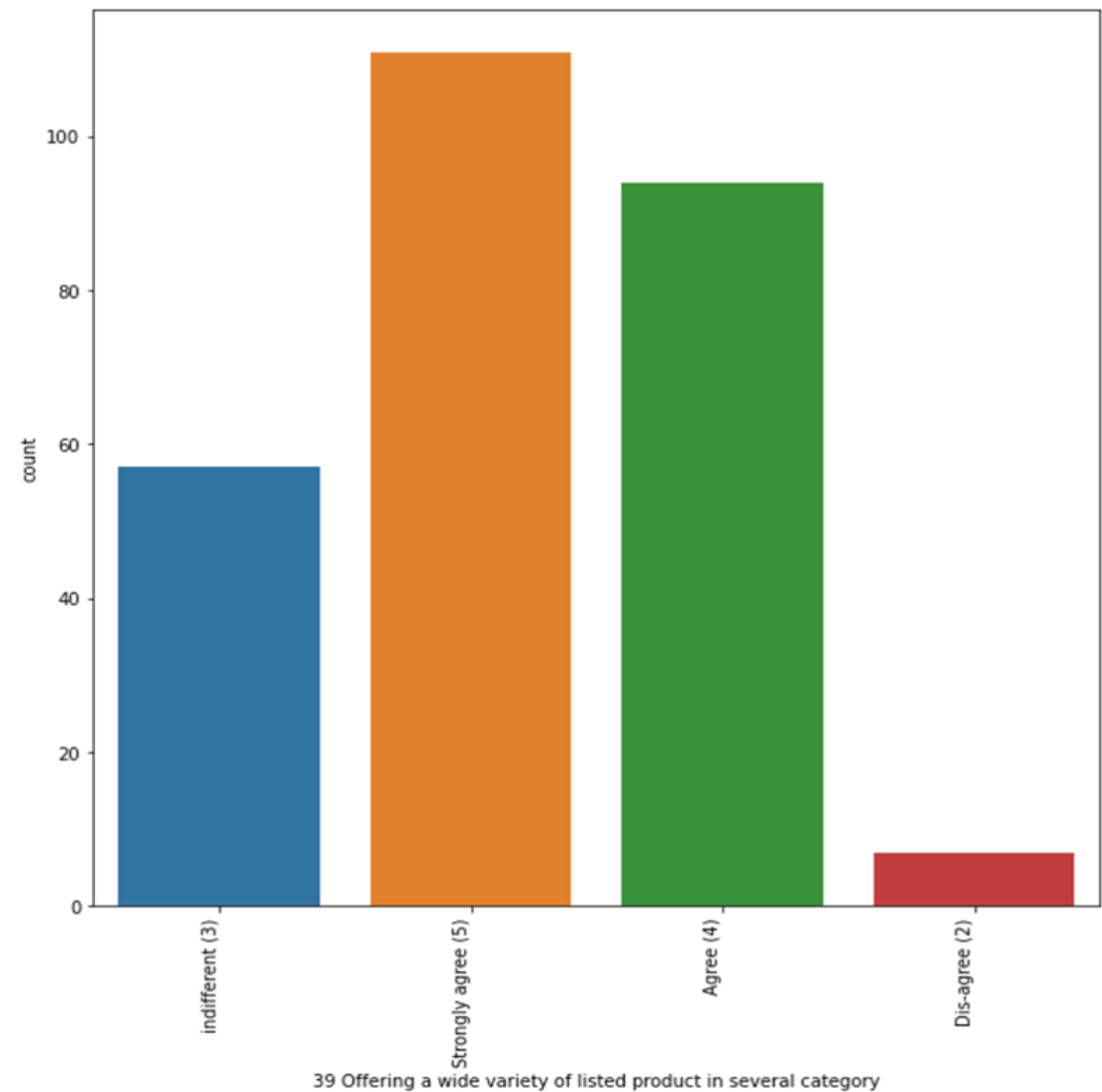
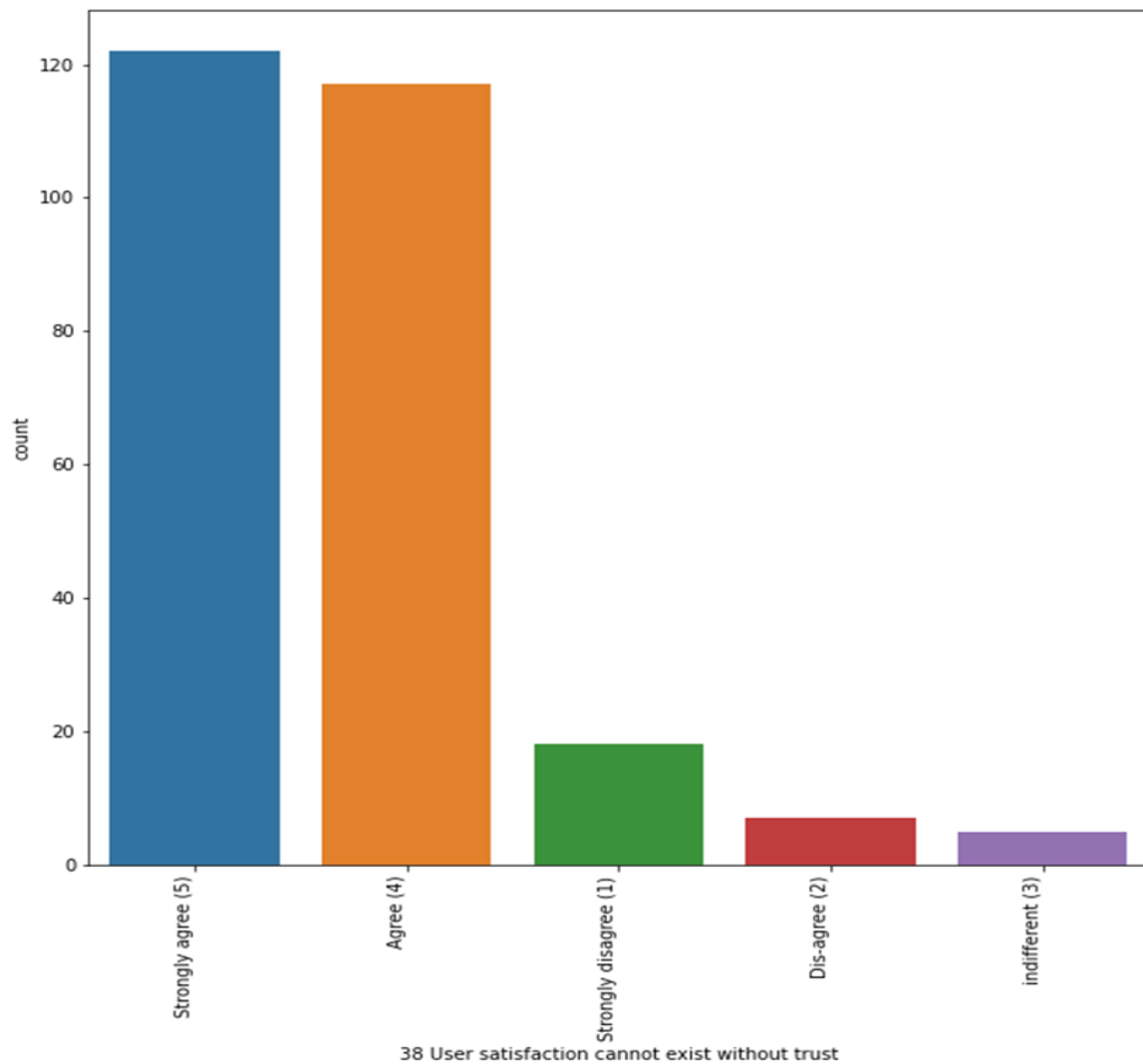


36 User derive satisfaction while shopping on a good quality website or application

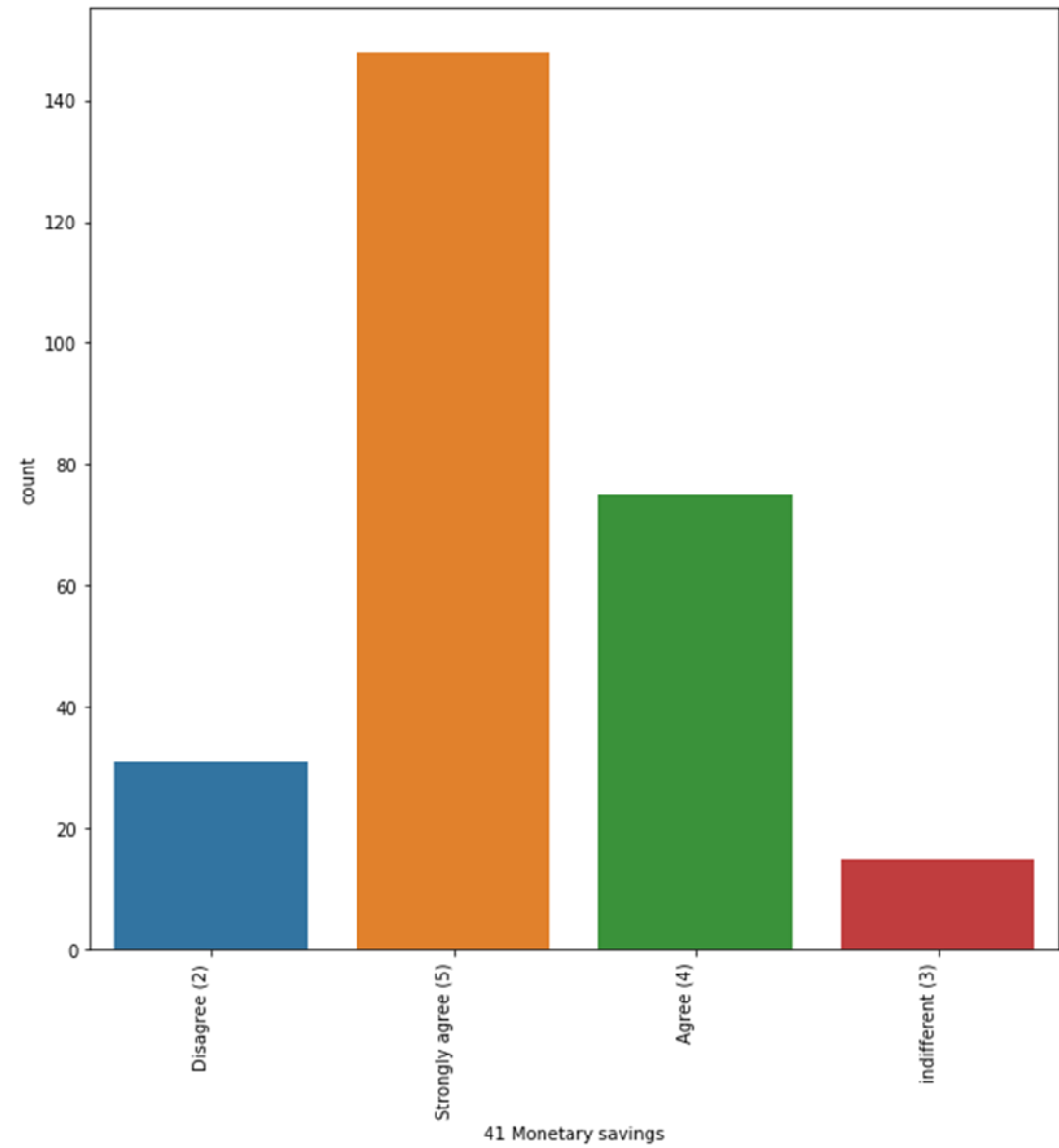
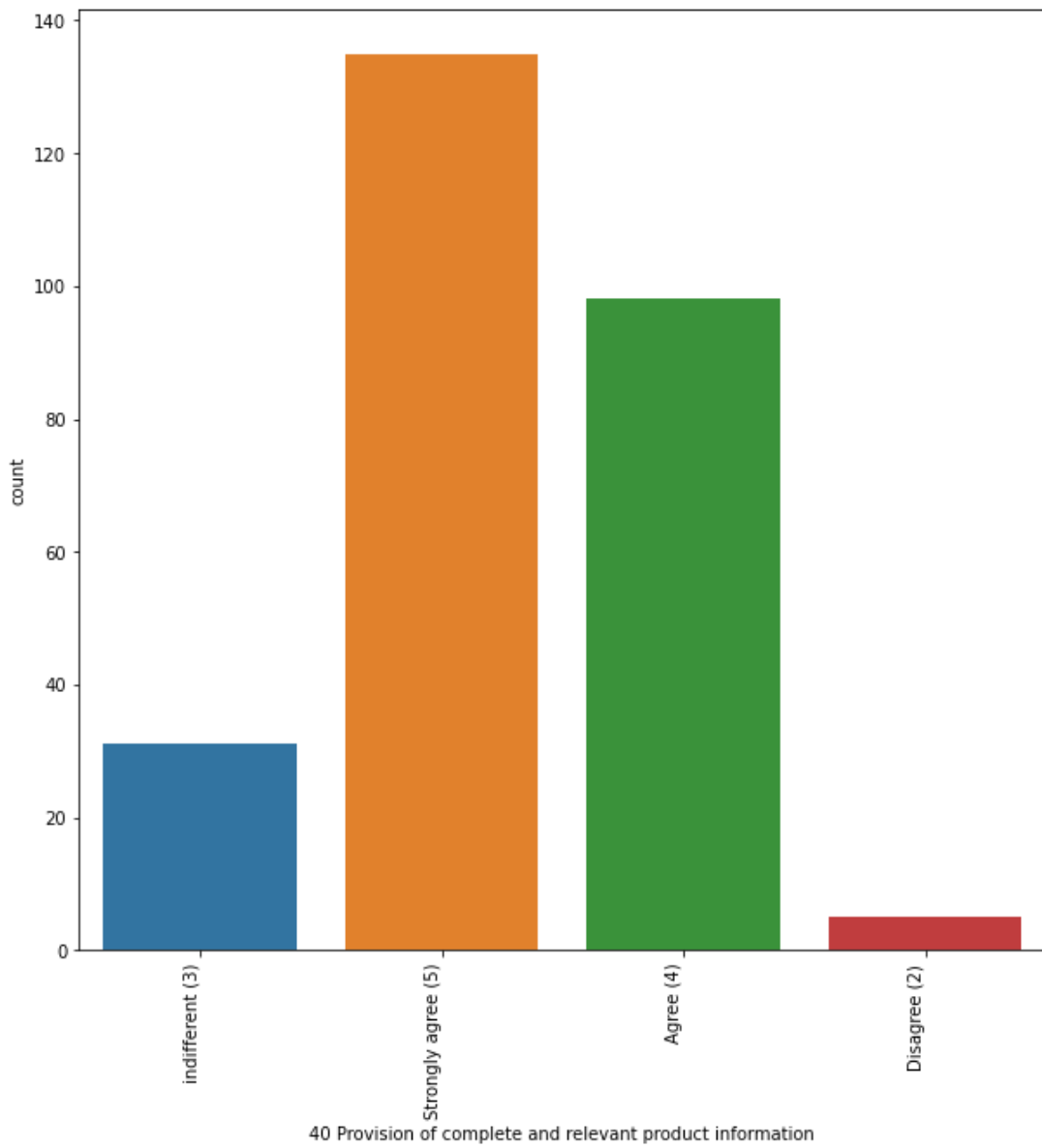


37 Net Benefit derived from shopping online can lead to users satisfaction

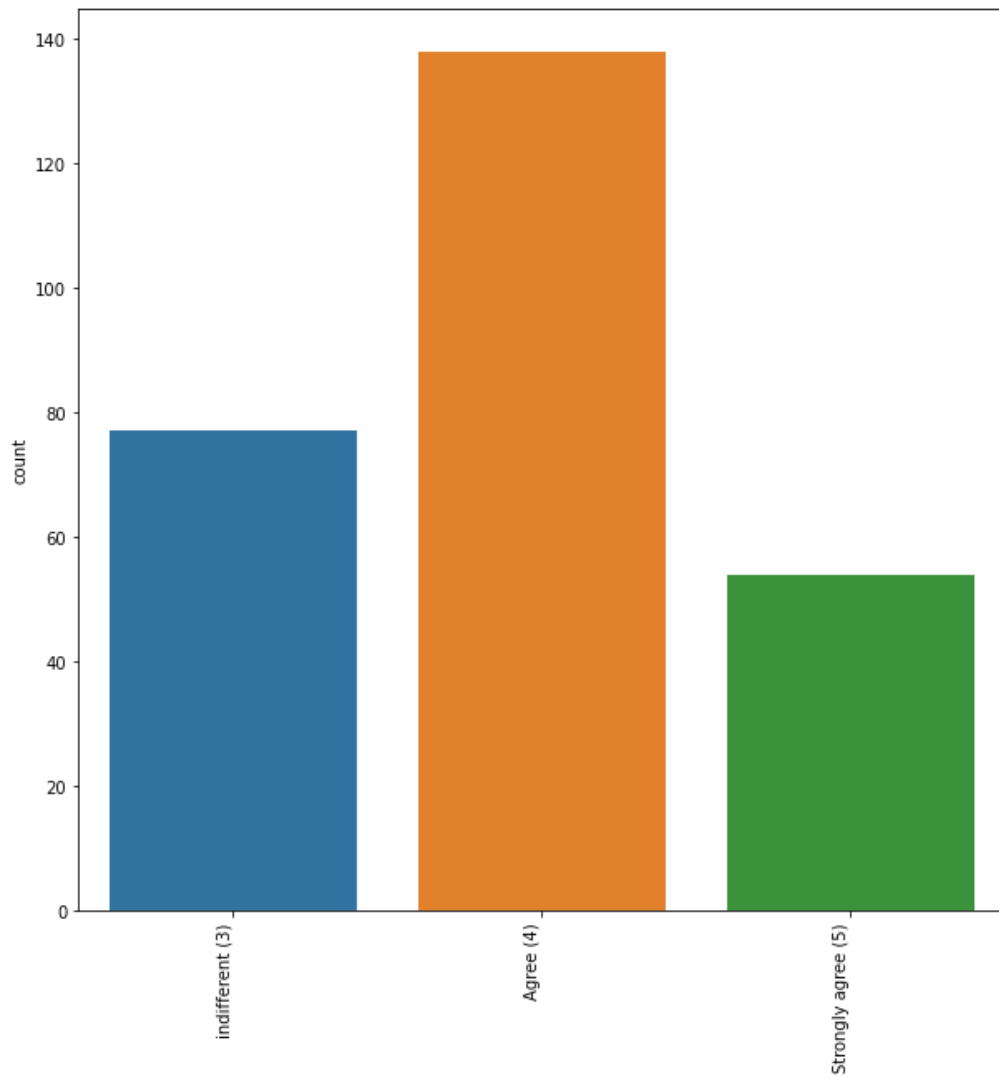
Most of the people agree for shopping online gives satisfaction and good quality website



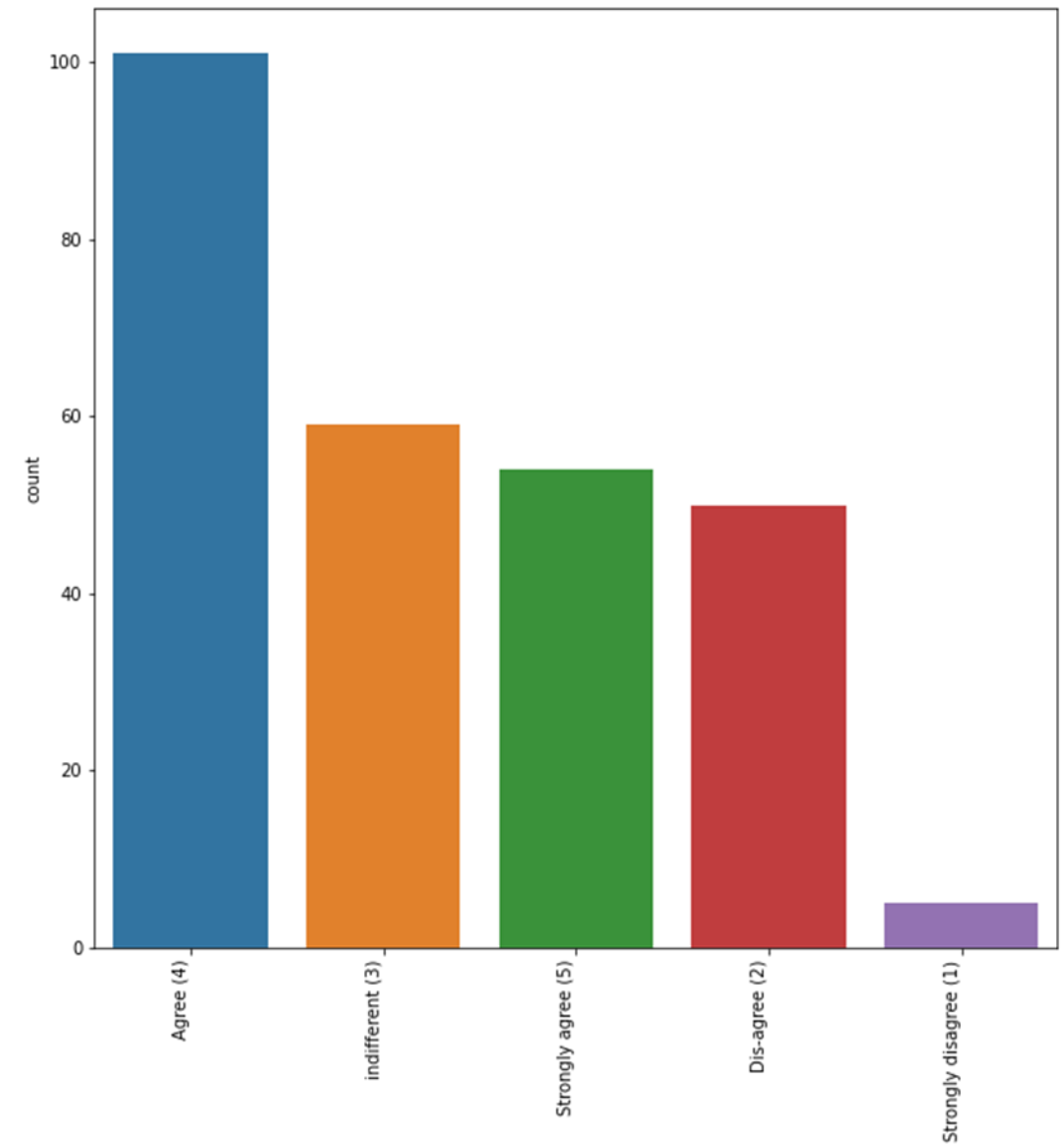
Most of the people agree for shopping online gives wide variety of list and induces trust



Most of the people agree for shopping online as it satisfies all the needs

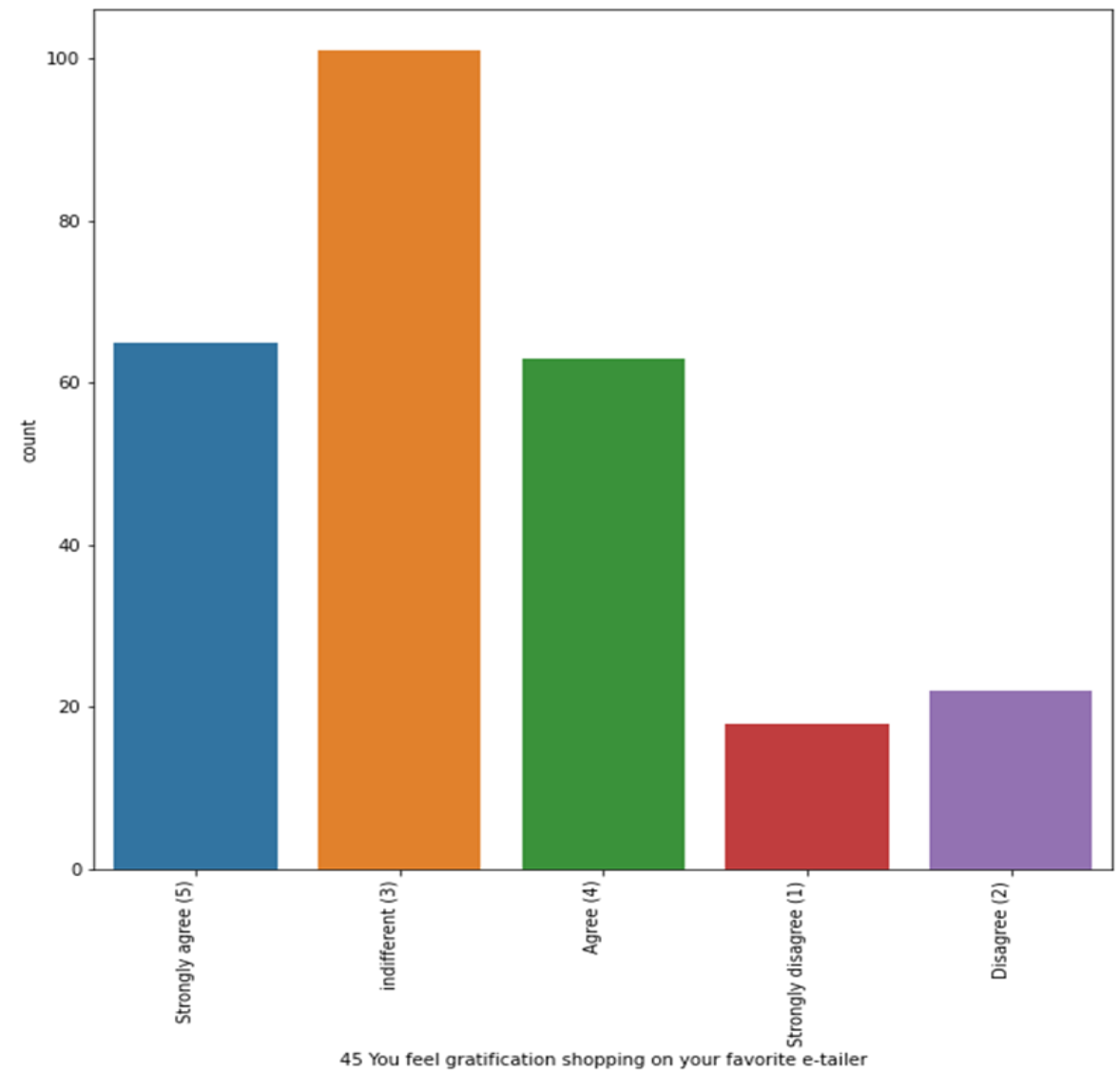
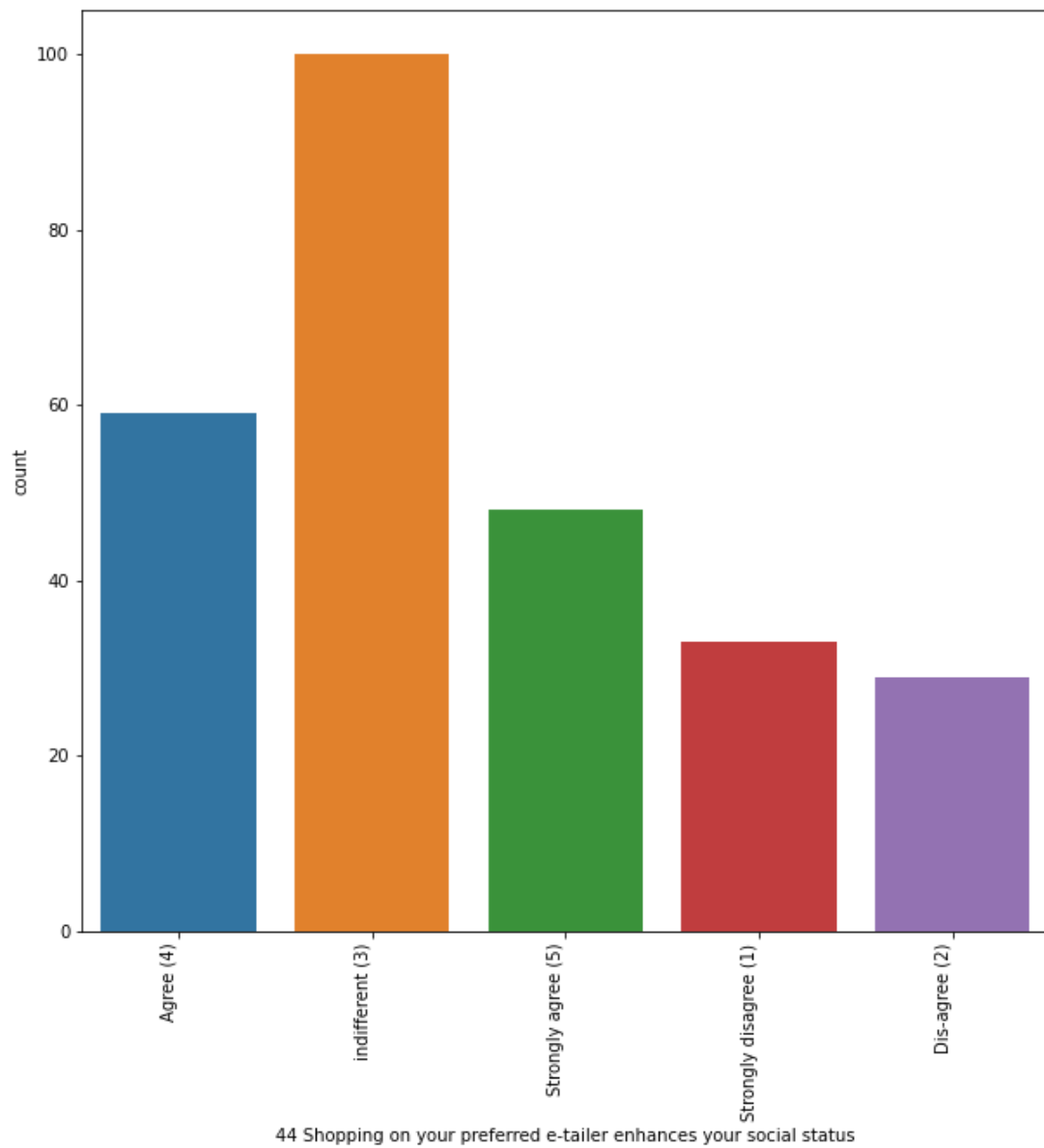


42 The Convenience of patronizing the online retailer

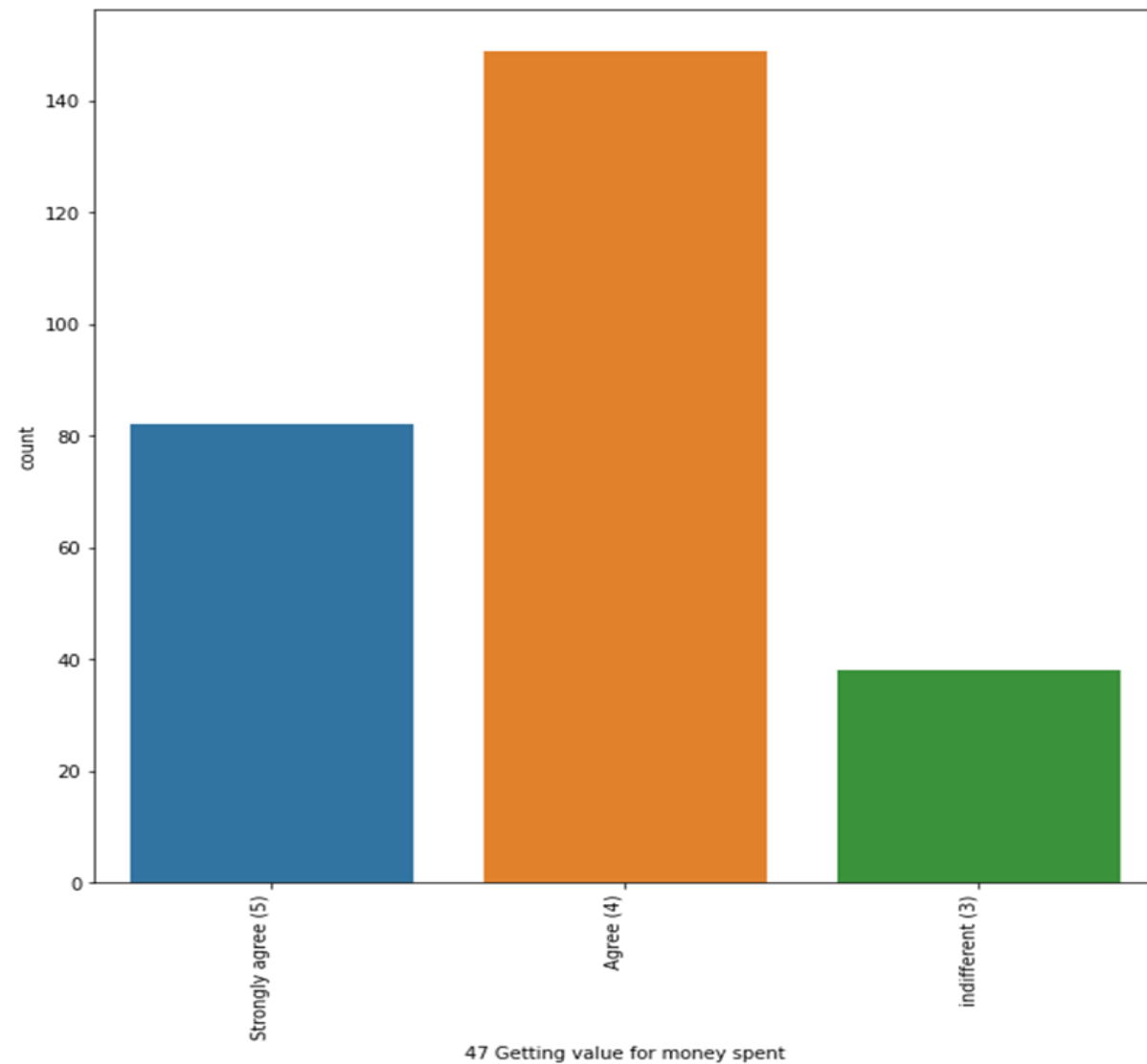
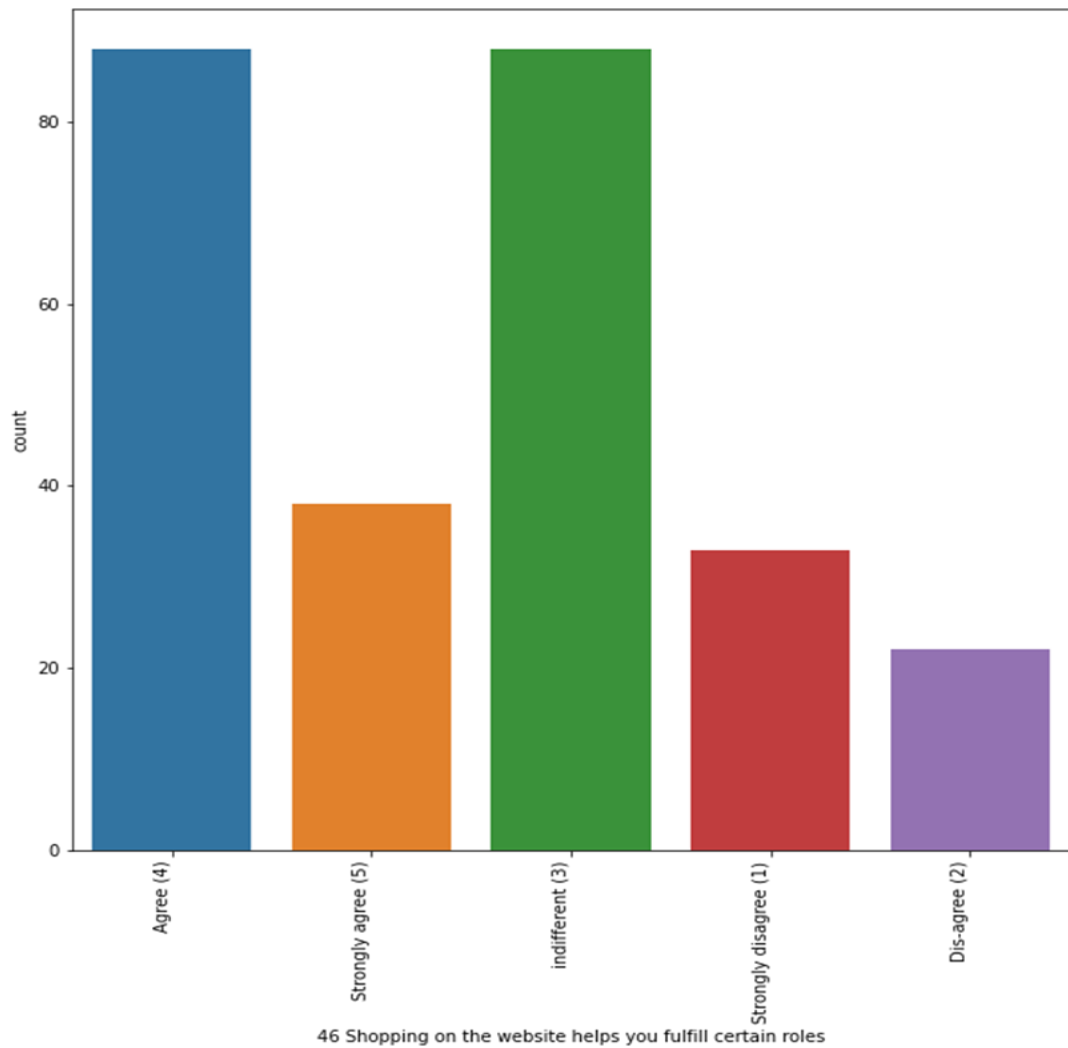


43 Shopping on the website gives you the sense of adventure

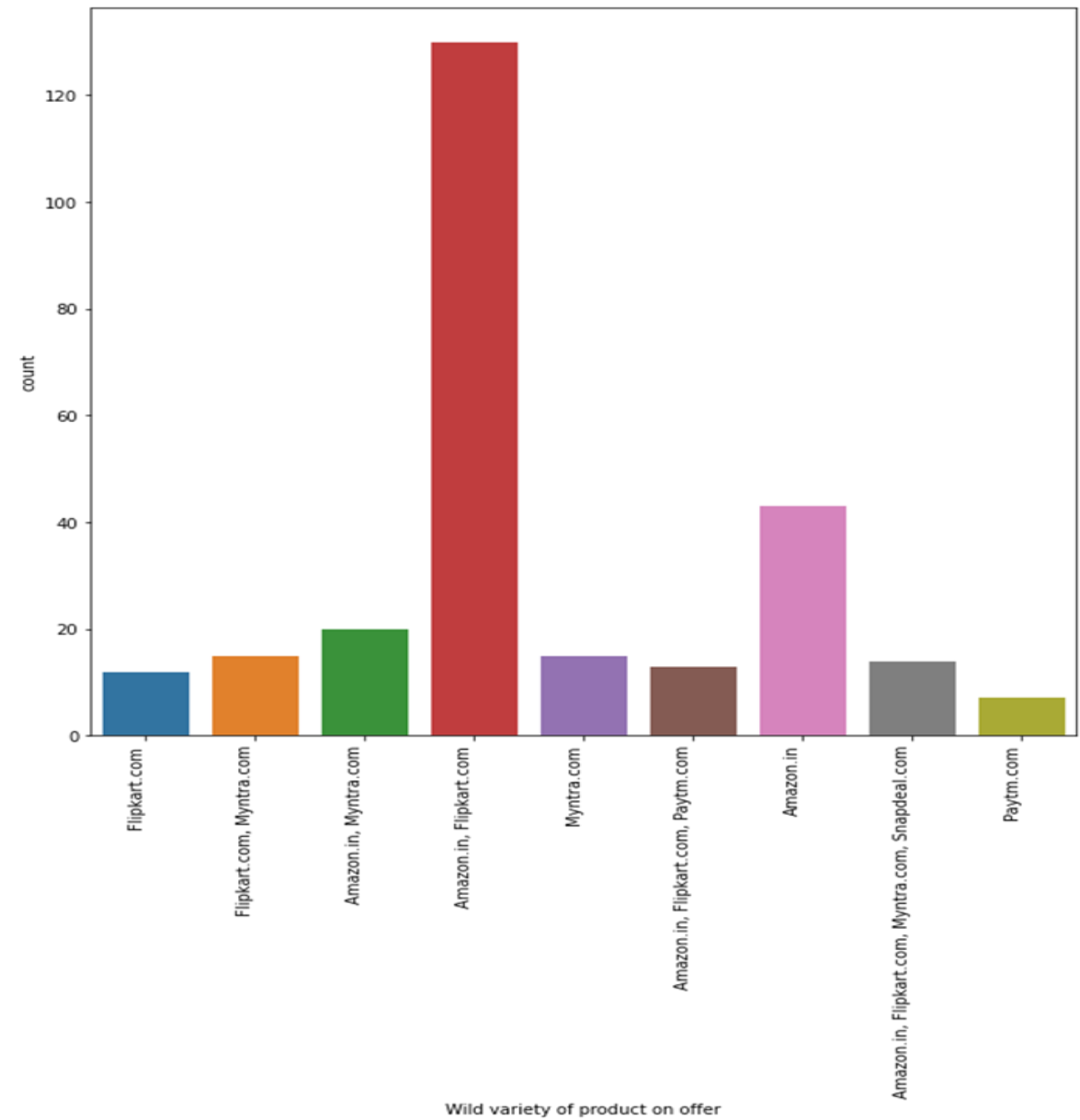
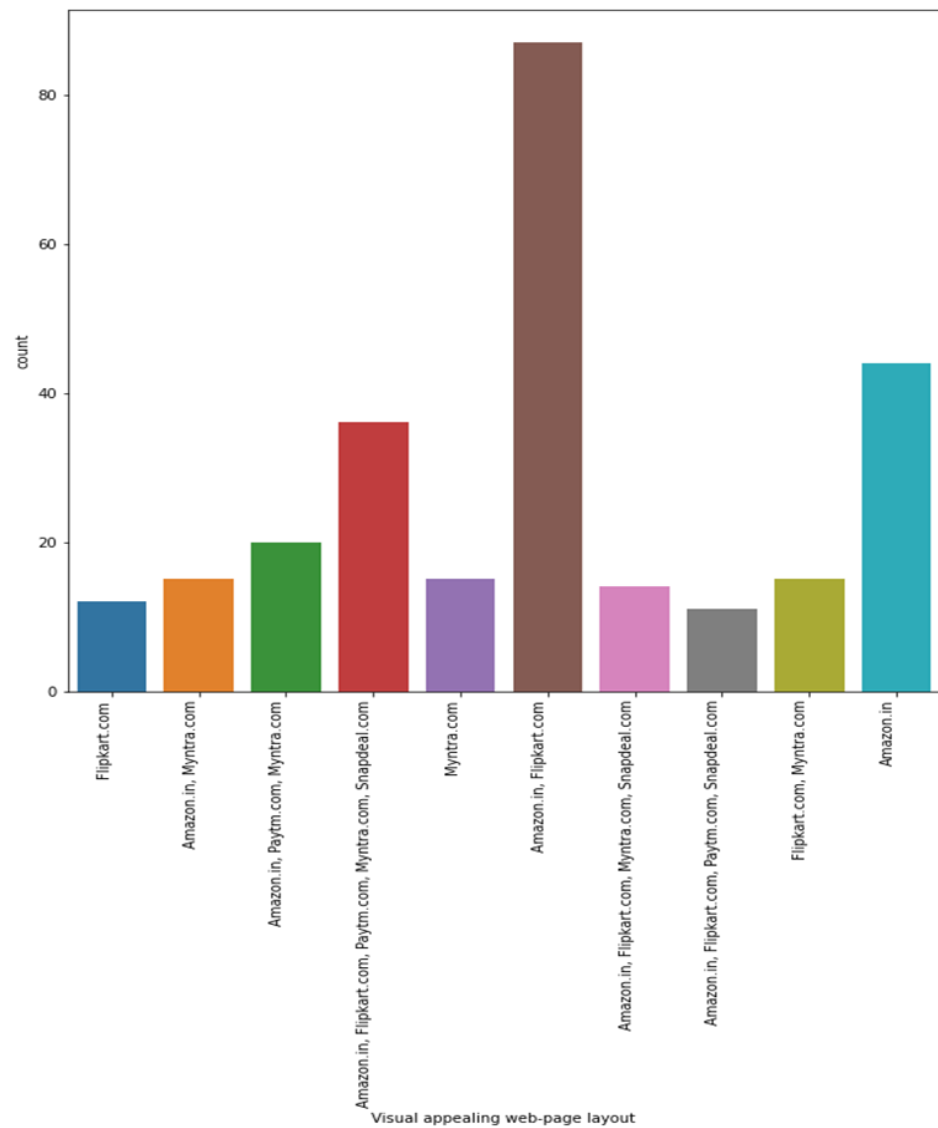
Most of the people agree for shopping online as it satisfies the sense of adventures



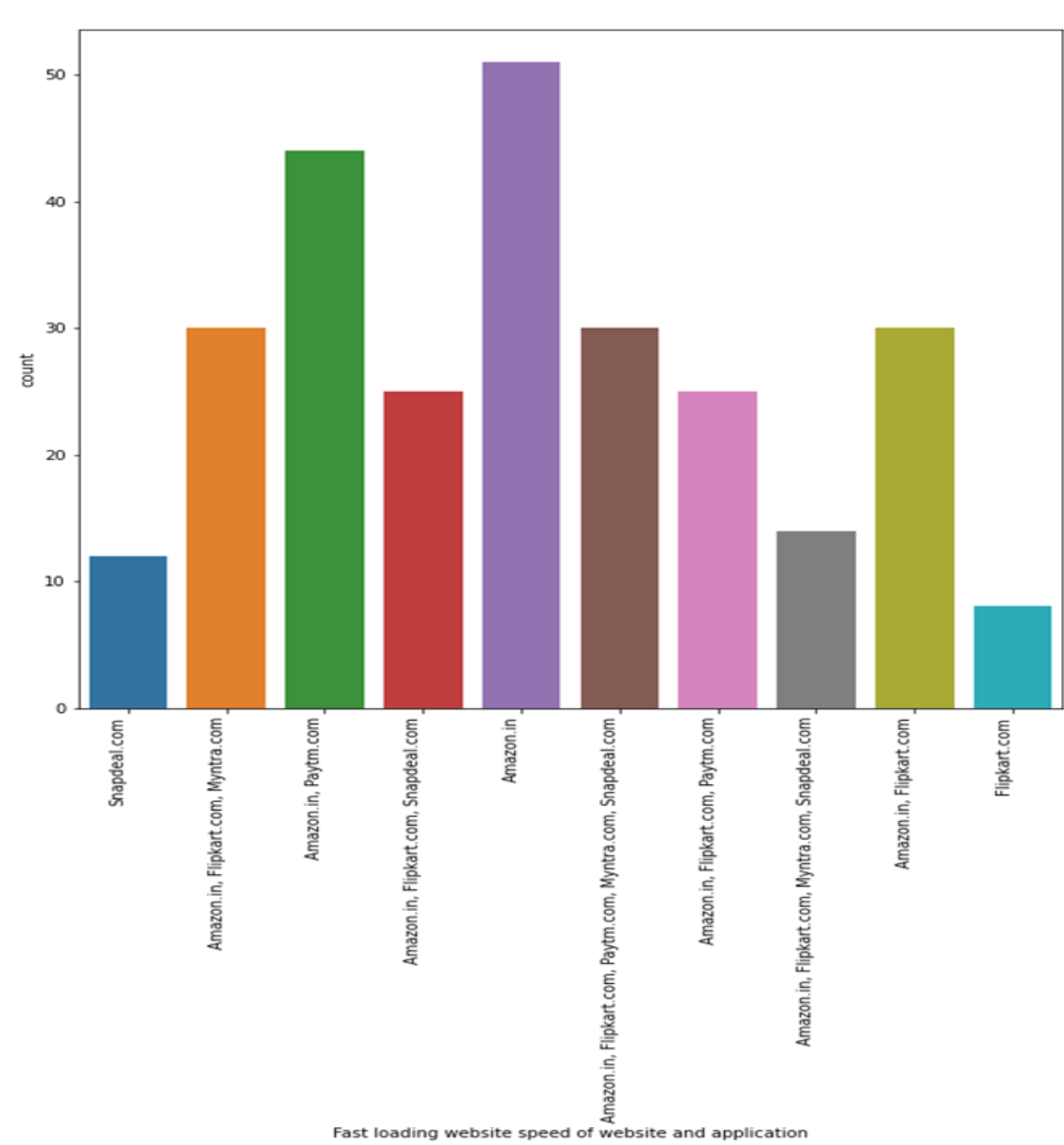
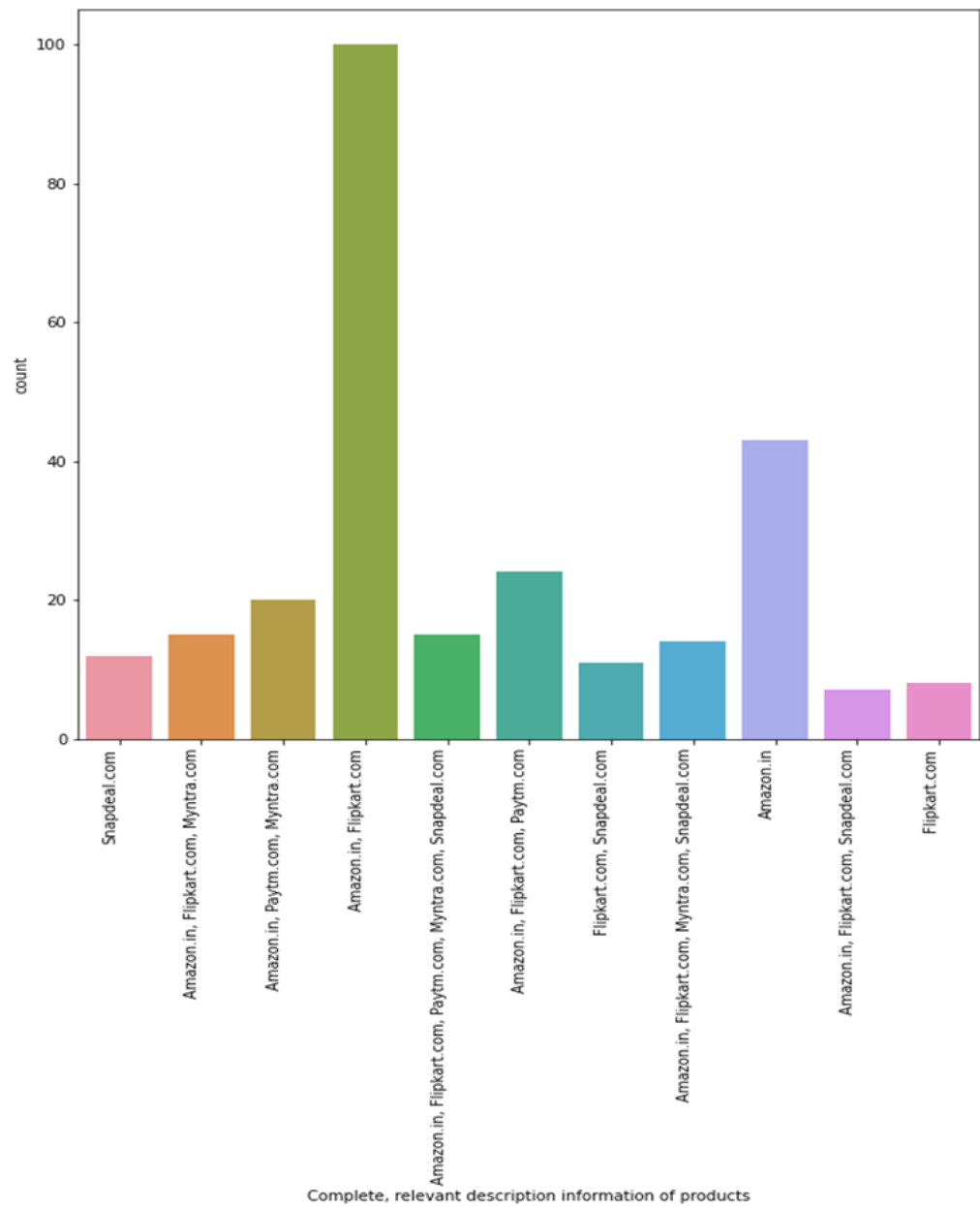
Most of the people agree for shopping online as it satisfies the human requirements



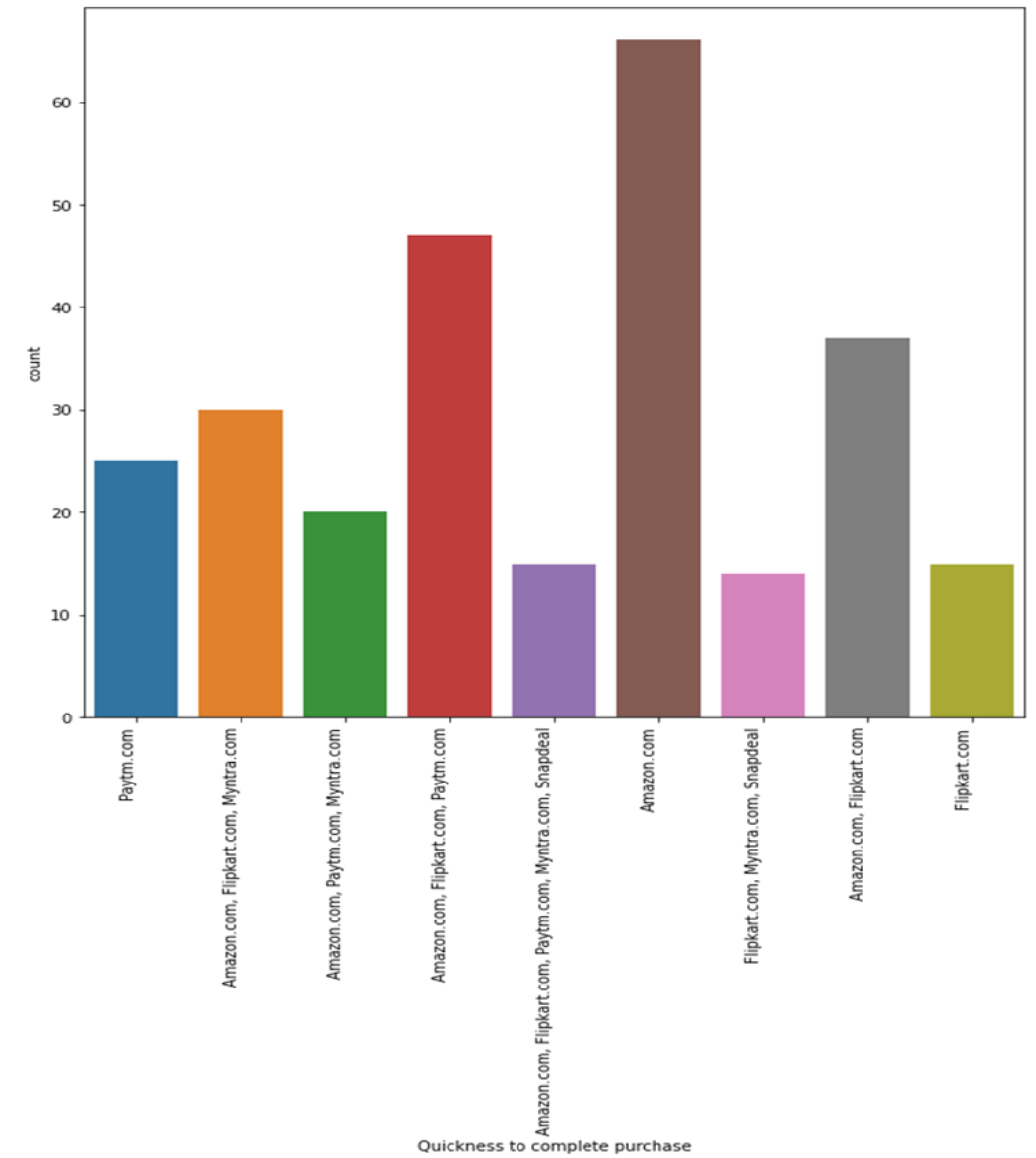
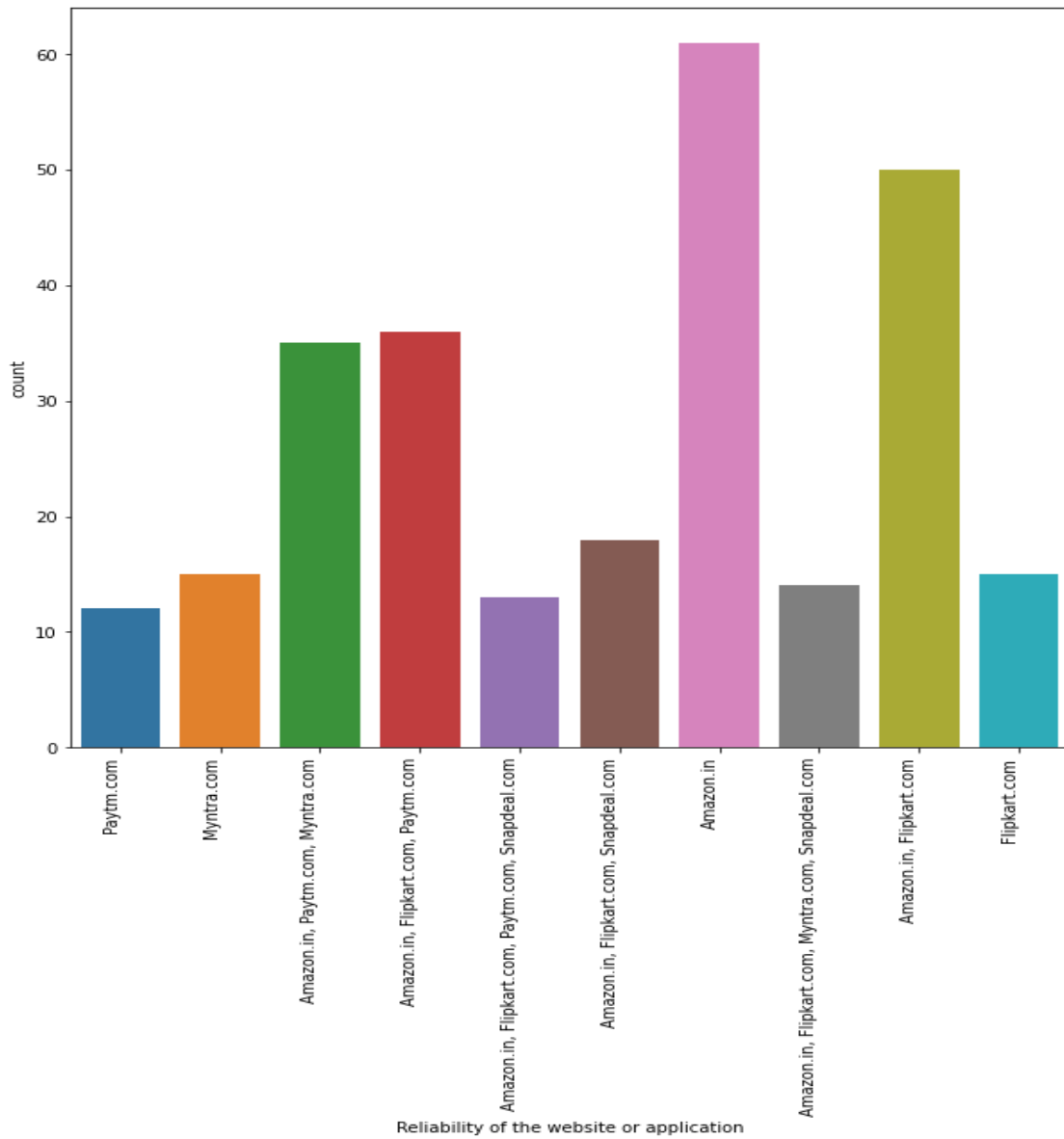
Most of the people agree for shopping online as it is value and helps in certain roles



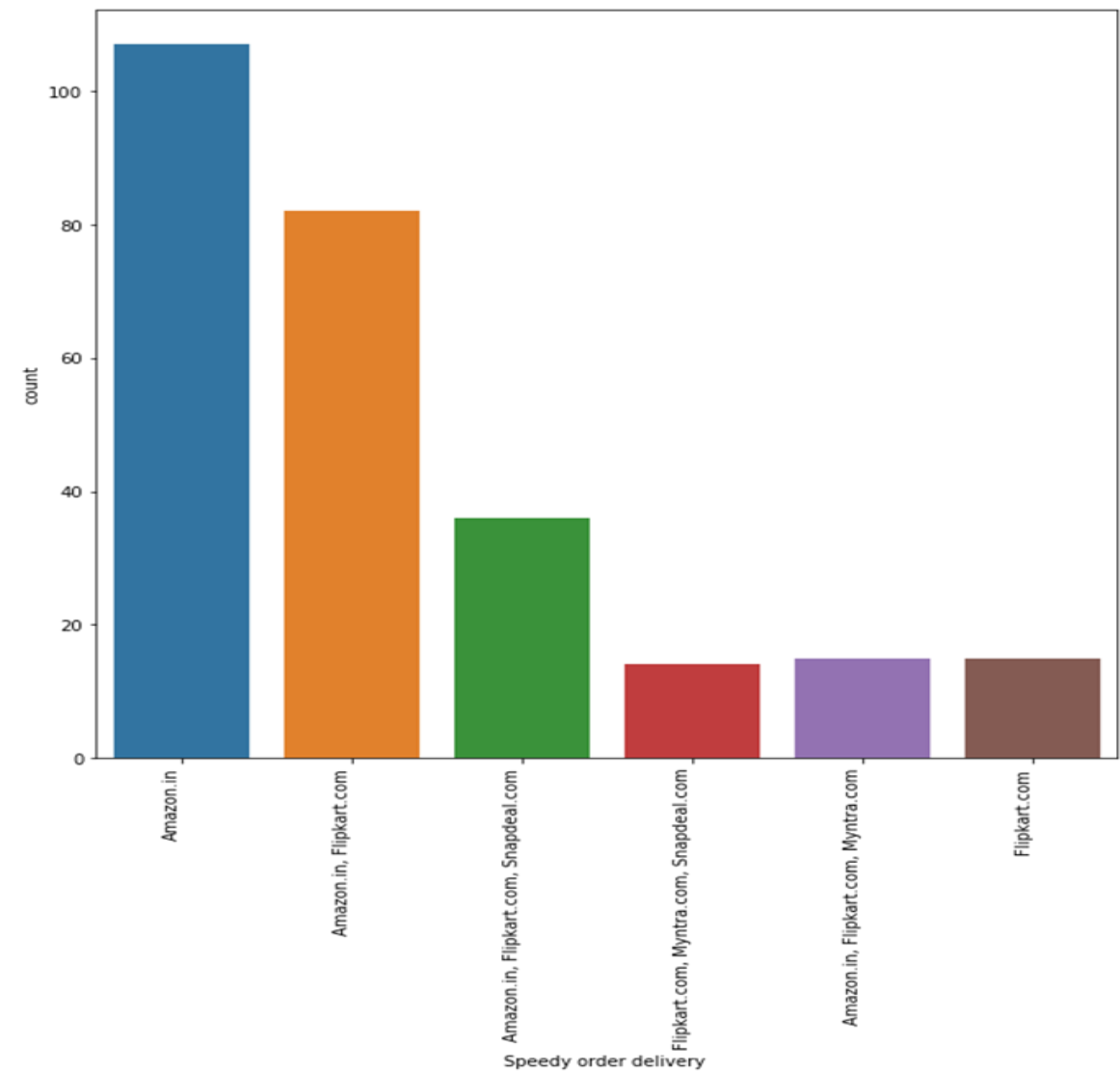
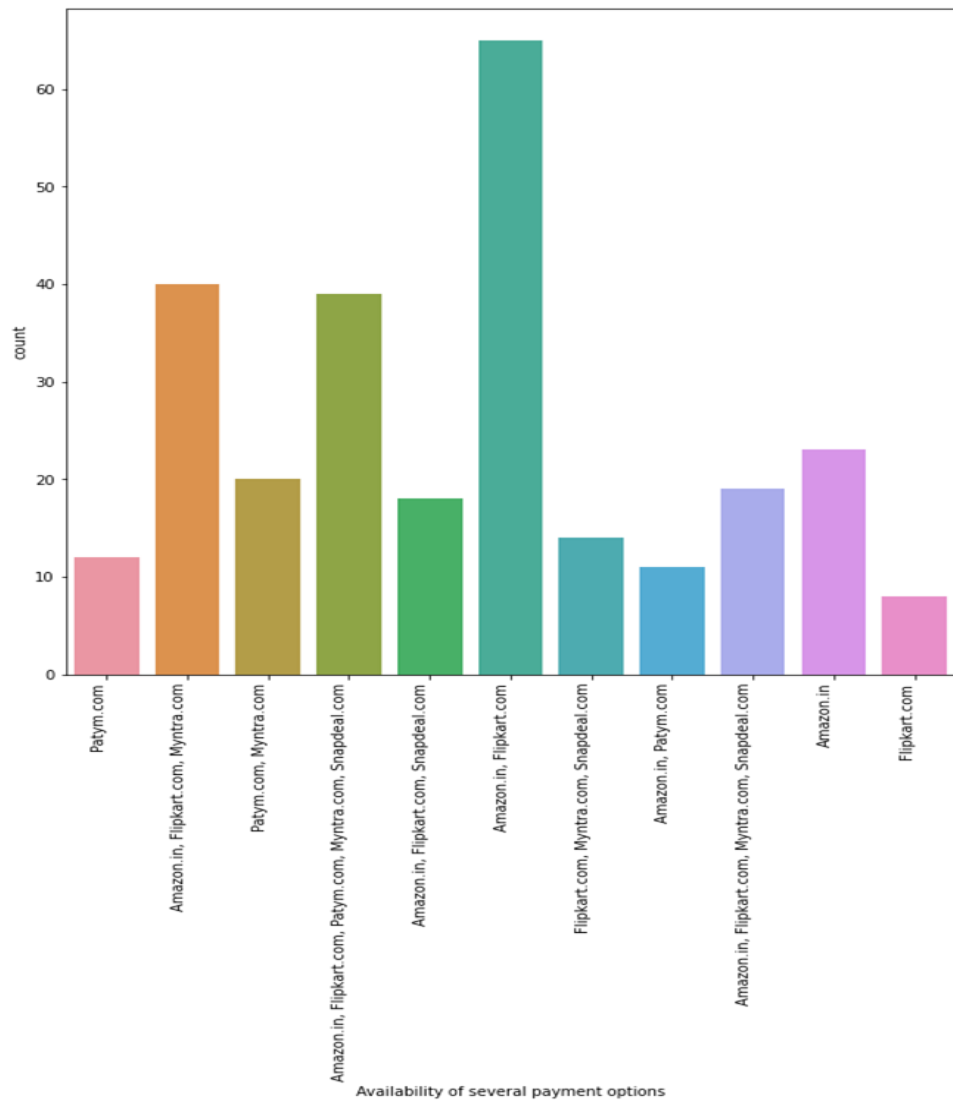
Amazon, flipkart are displaying variety of product and appealing page layout among all the ecommerce software's



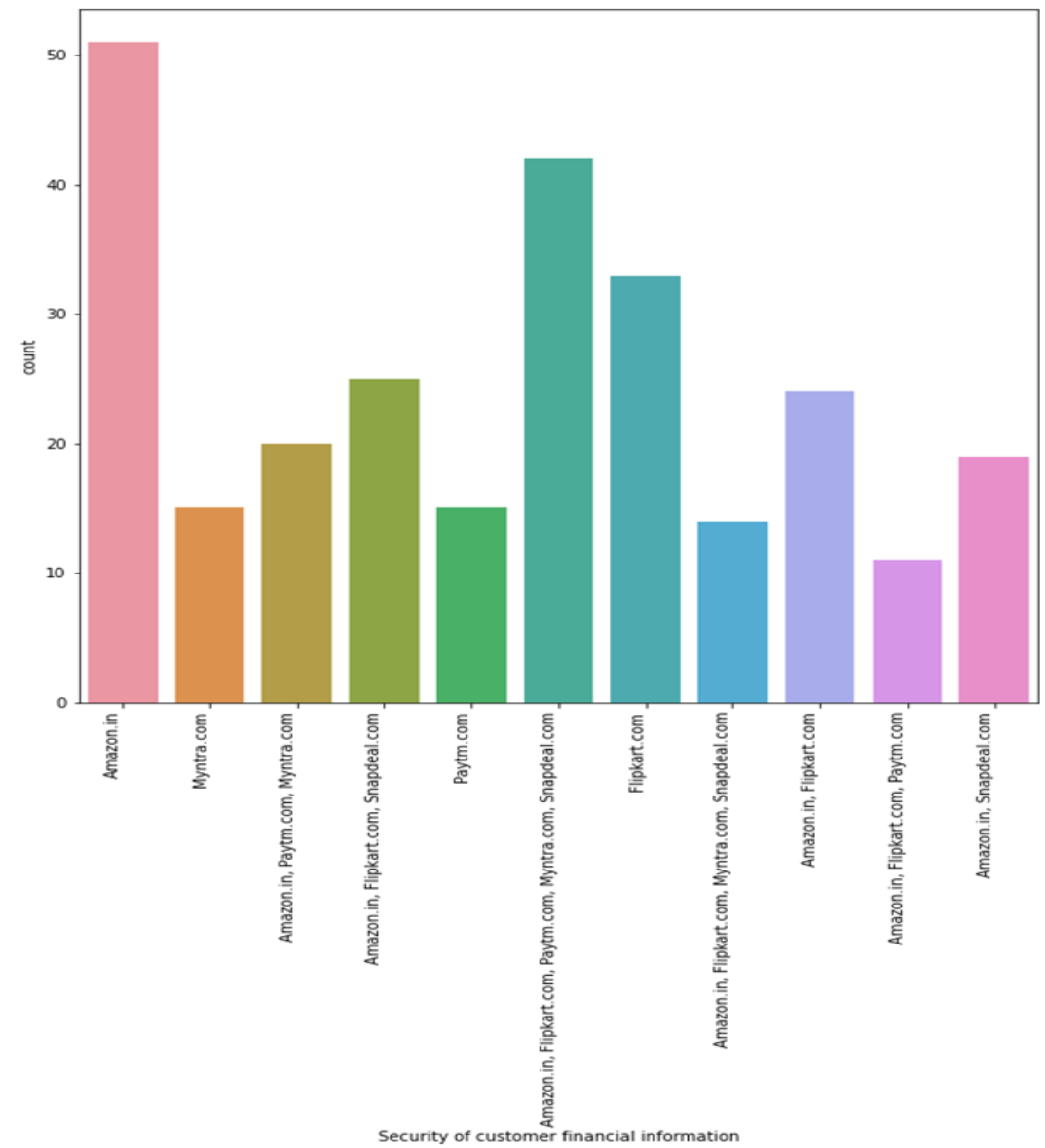
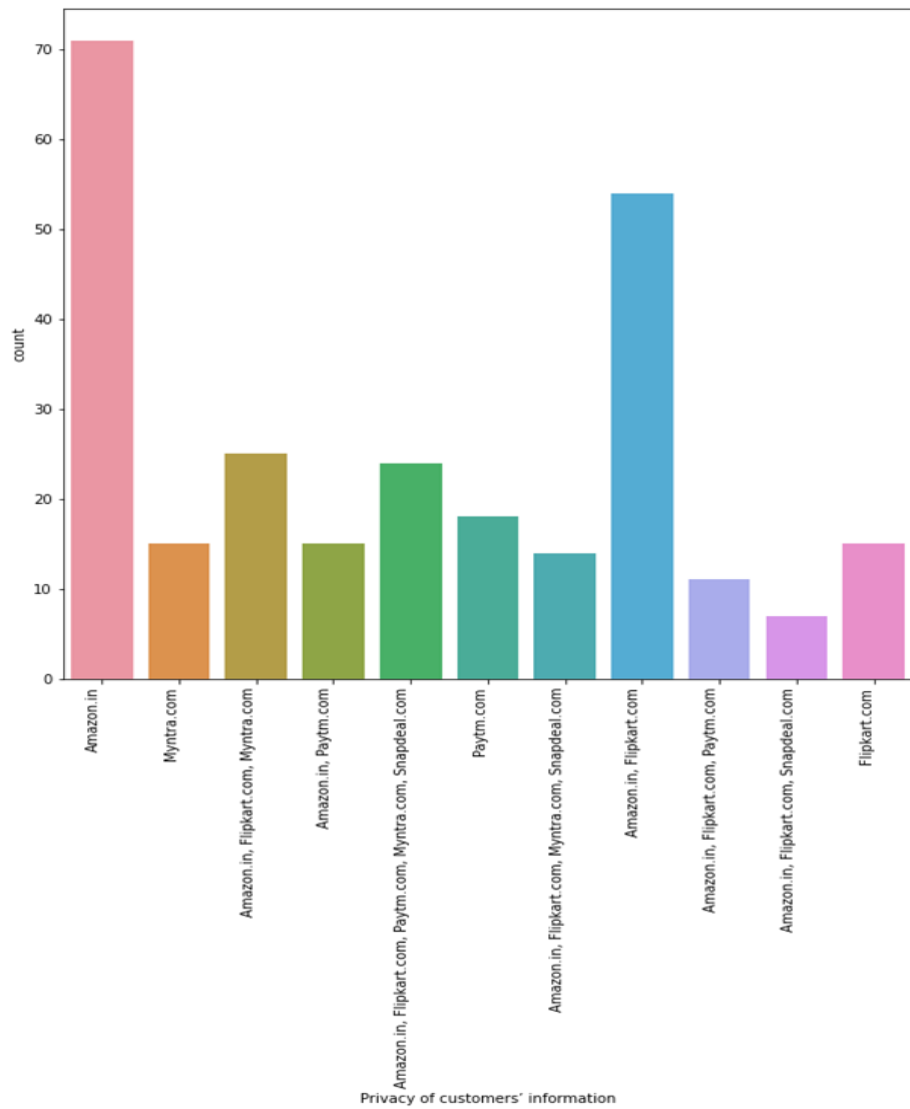
Amazon, flipkart and payth are displaying product information and fast loading speed among all the ecommerce software's



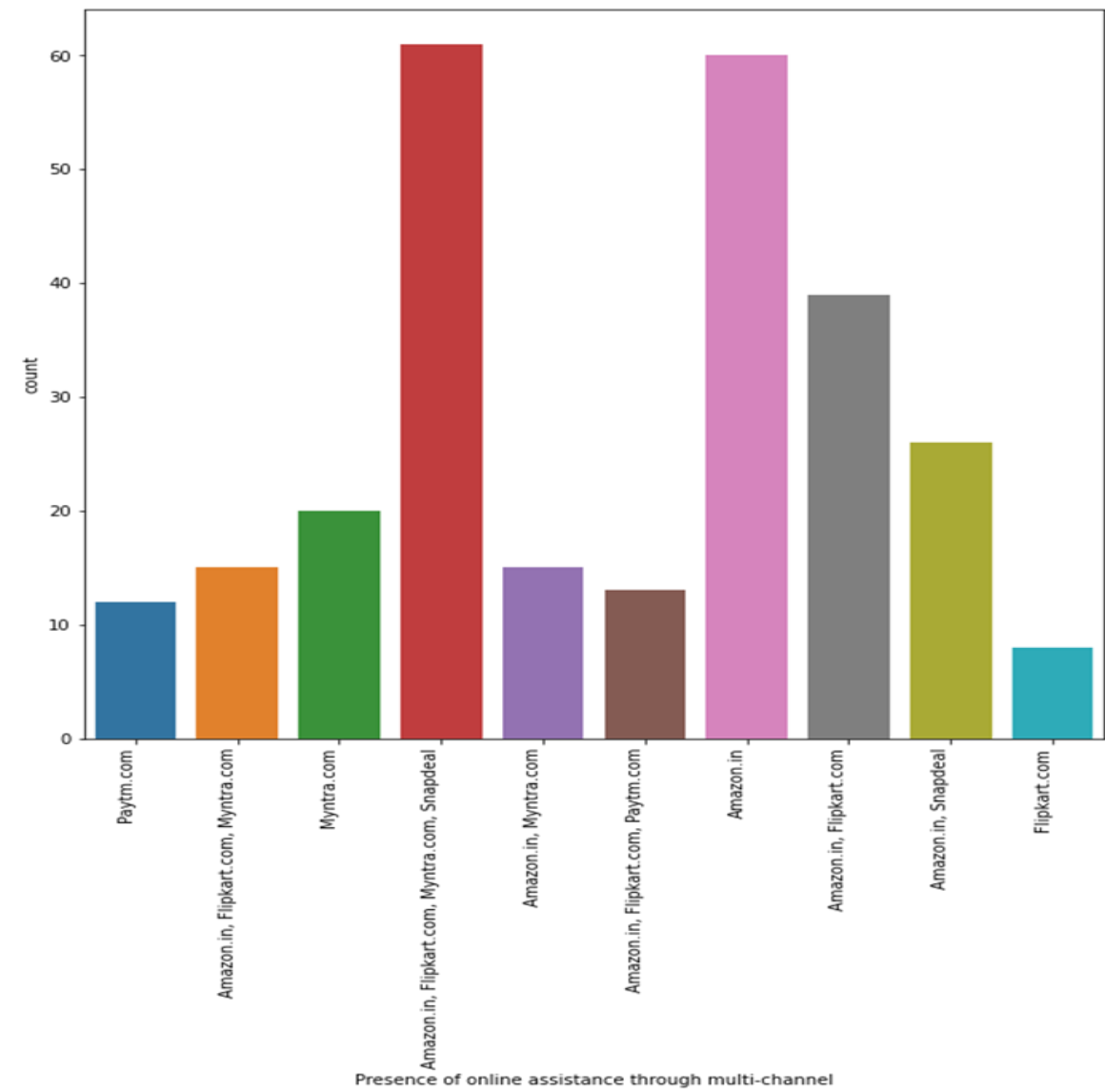
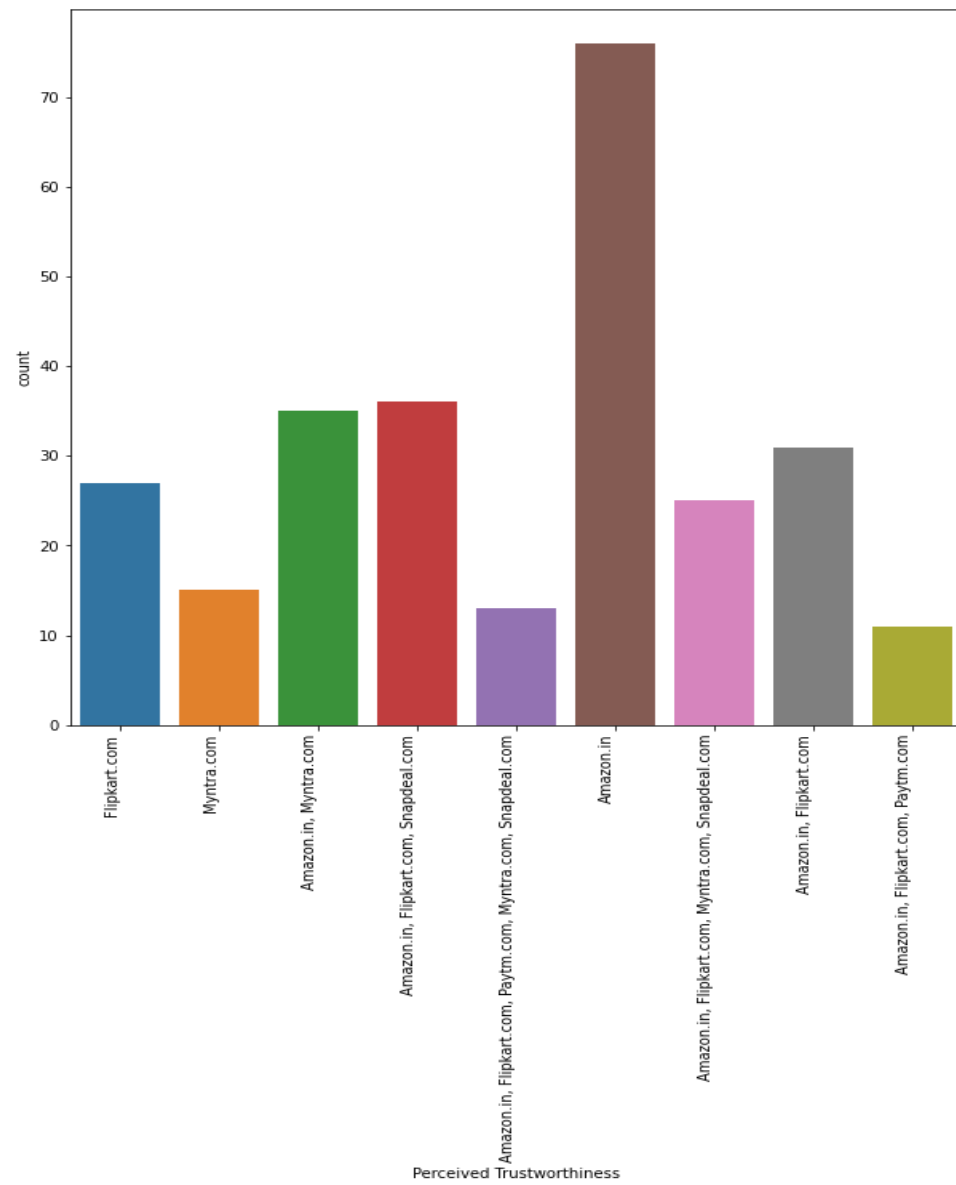
Amazon and flipkart are reliable and quickness to complete the purchase among all the ecommerce software's



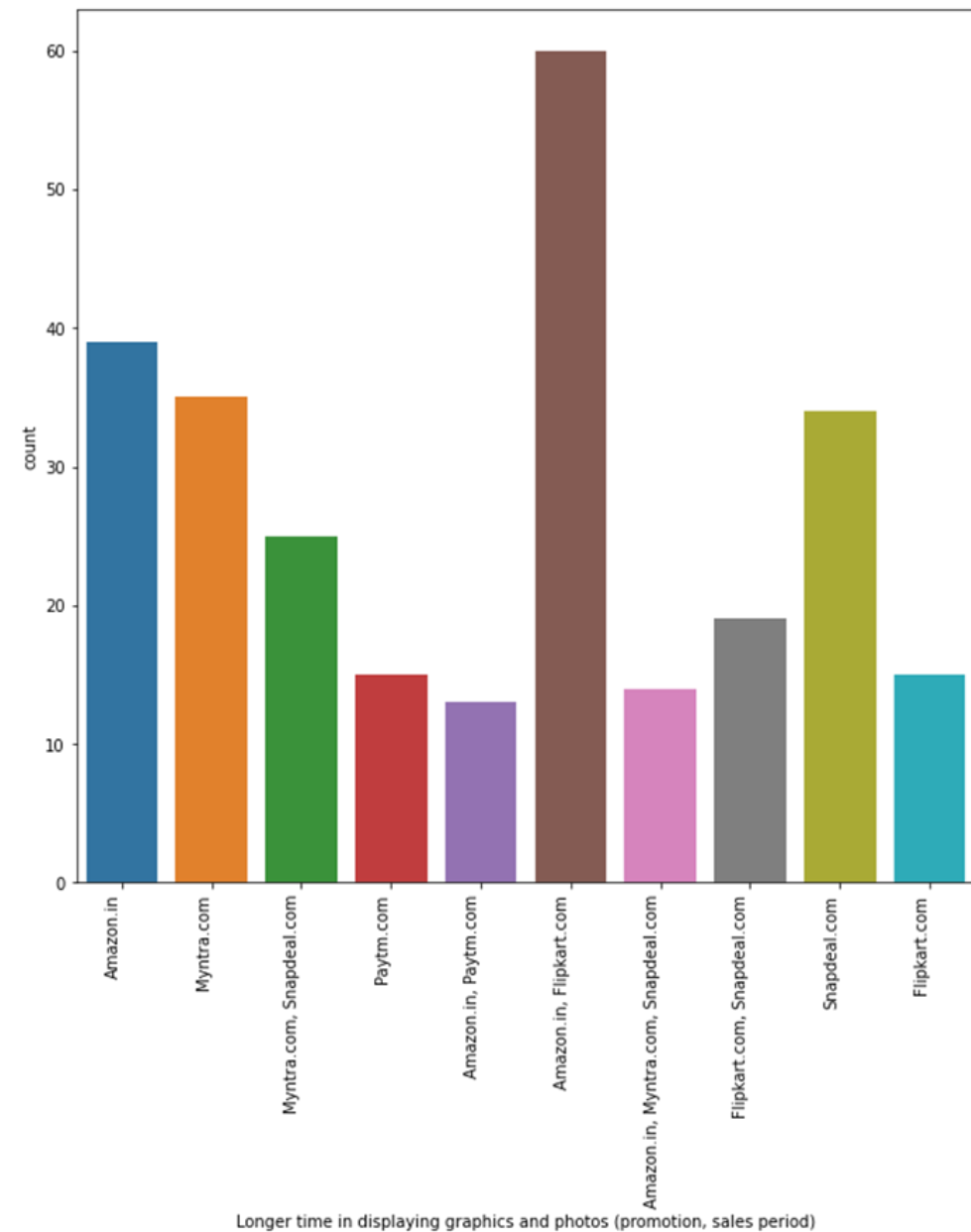
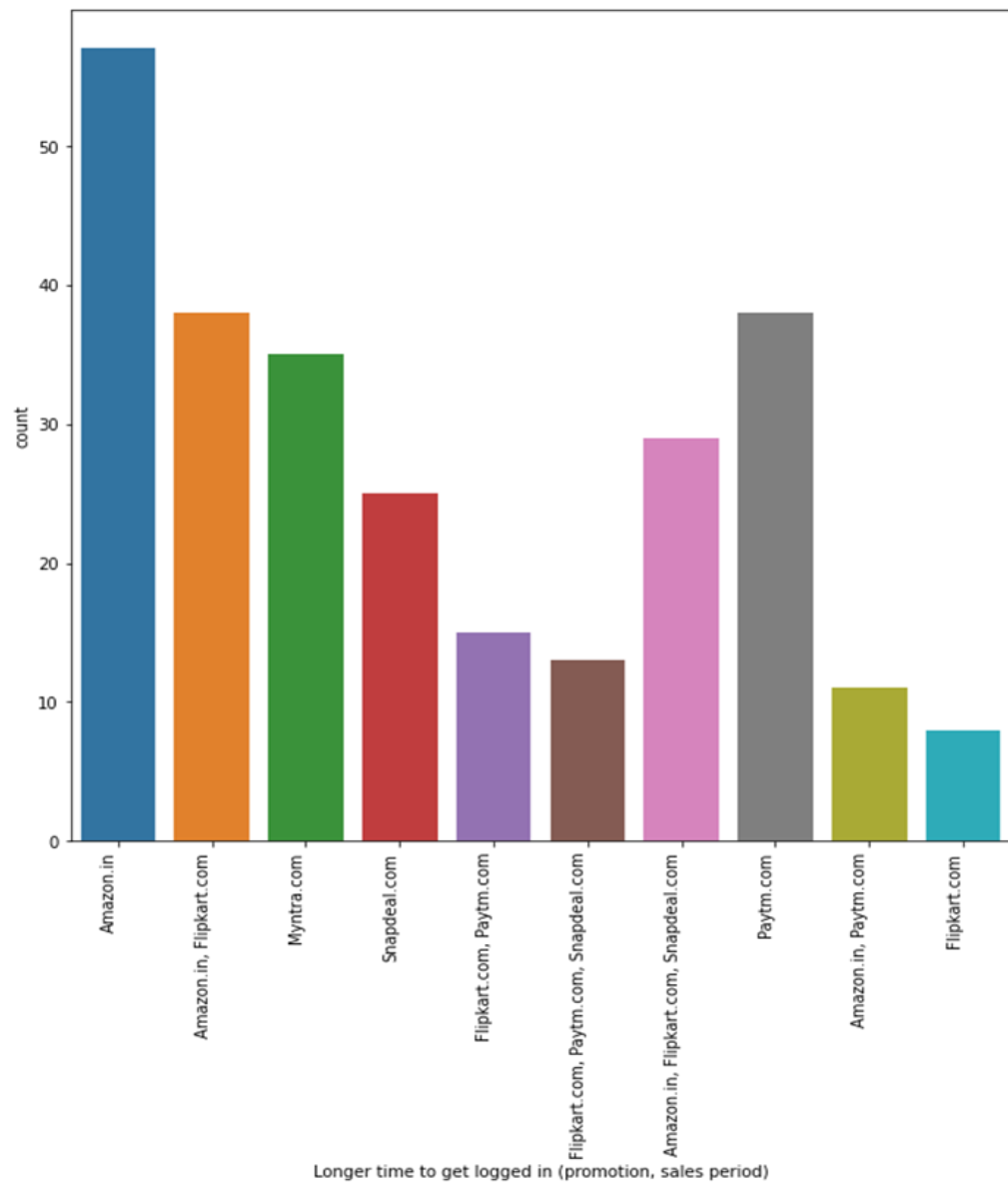
Amazon and flipkart are available for several payment options and quick delivery among all the ecommerce software's



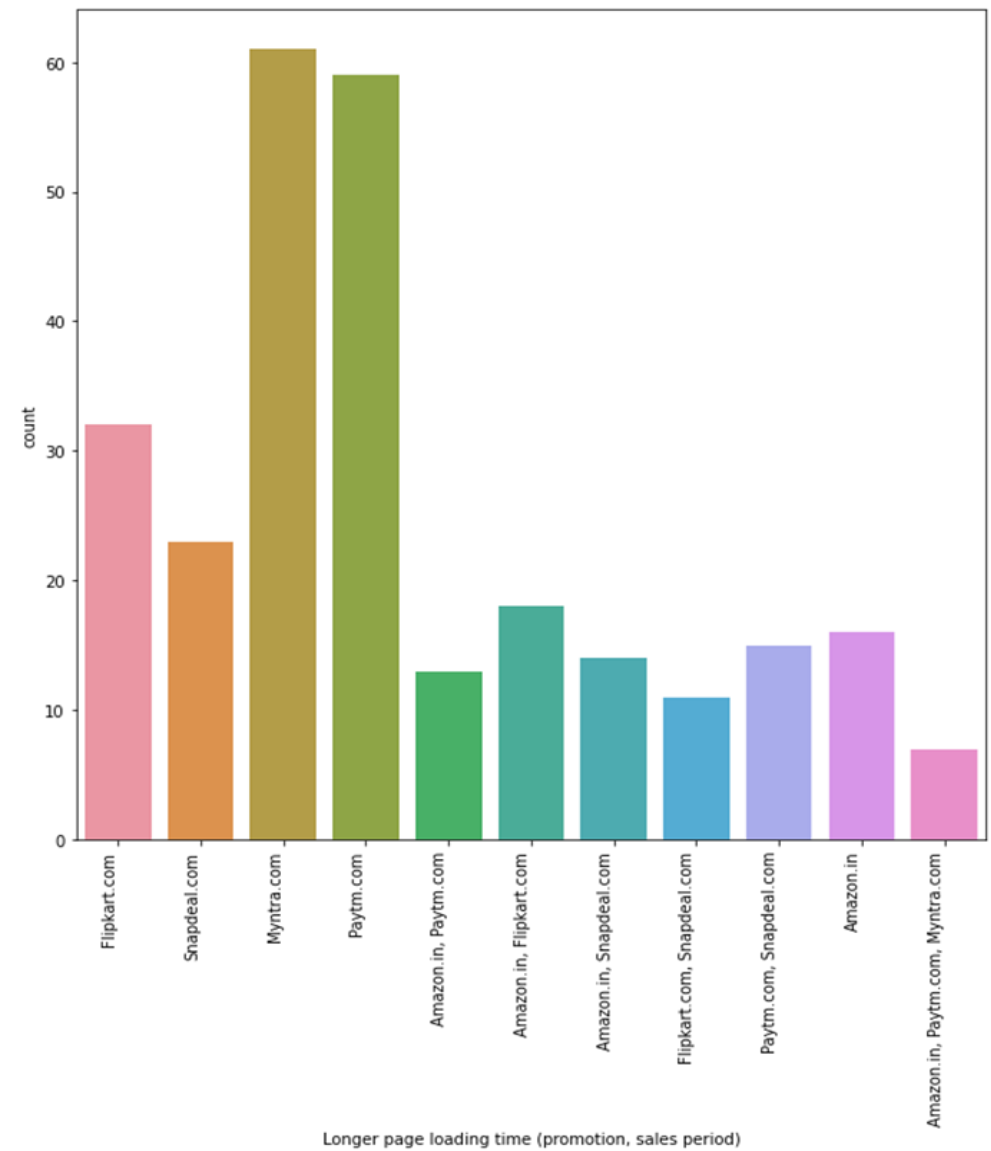
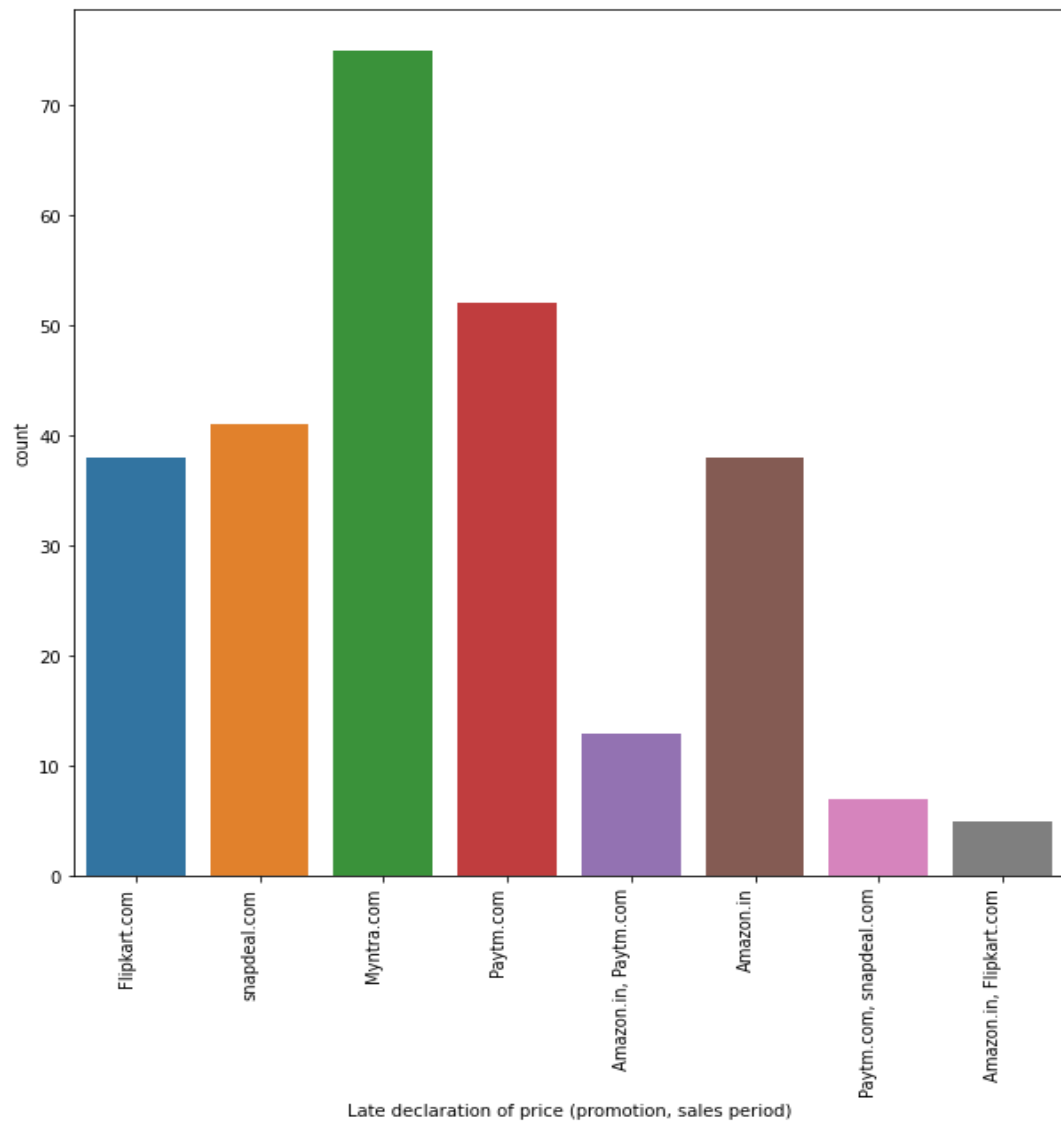
Amazon and flipkart are most trustworthy because of privacy of customer information and financial information among all the ecommerce software's



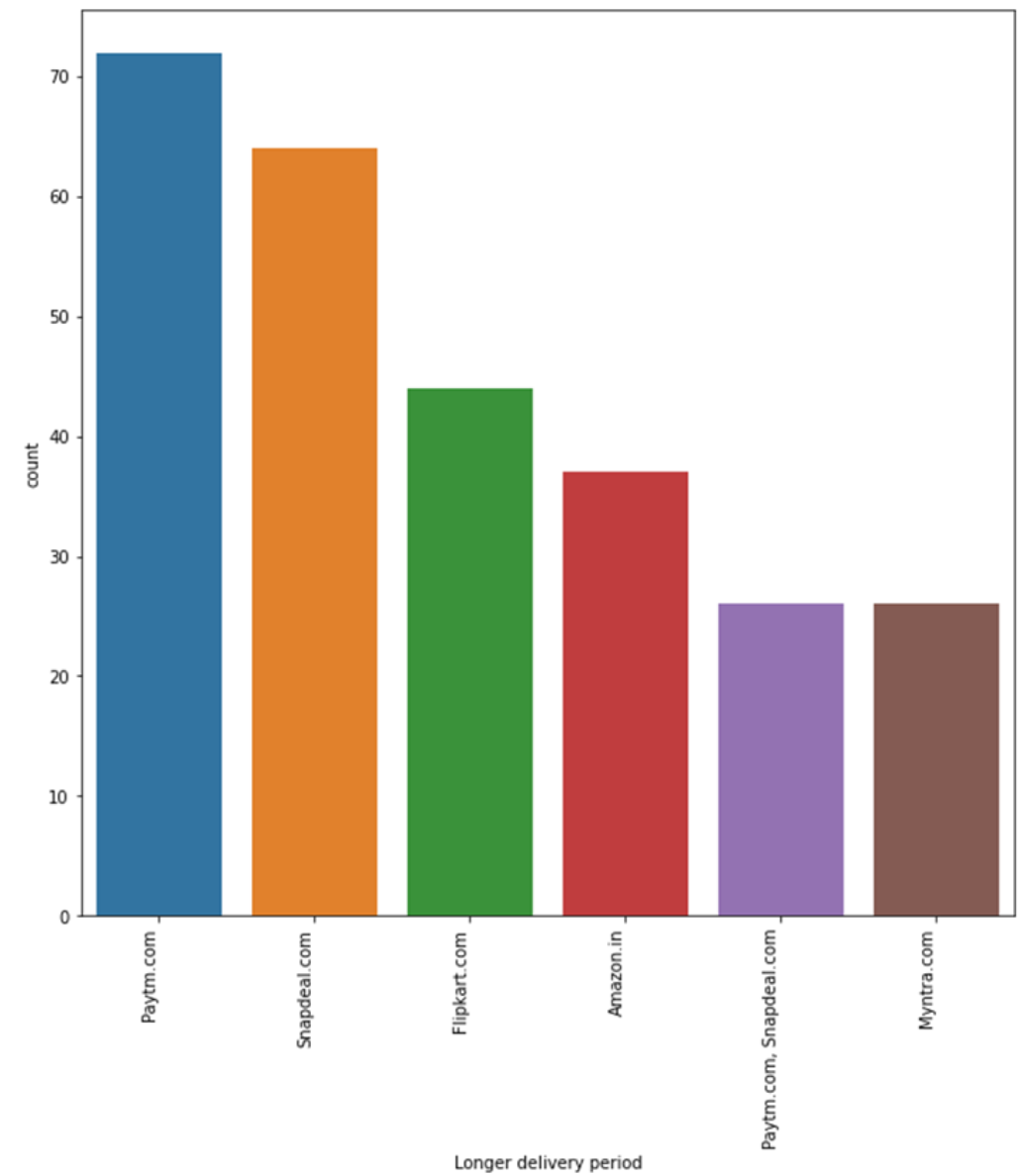
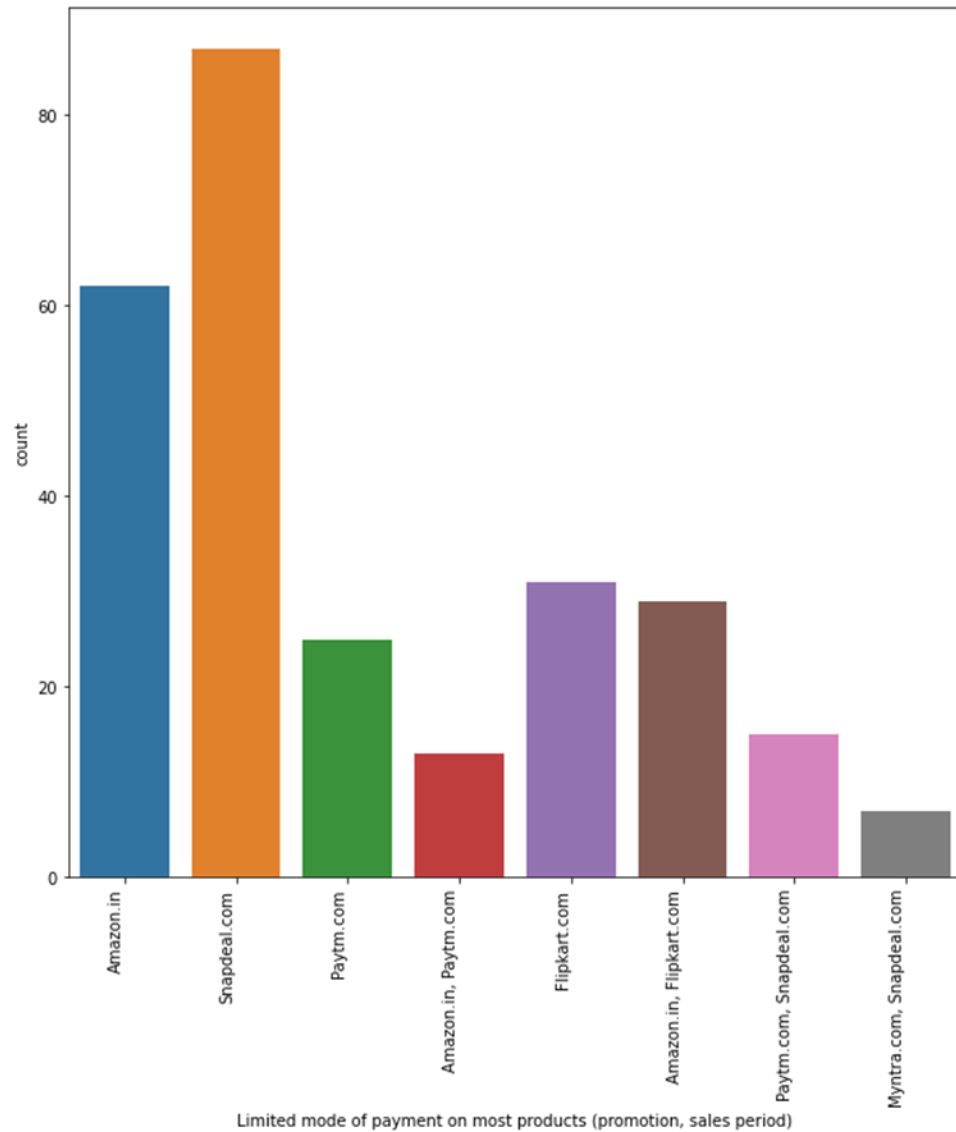
Amazon and flipkart are most trustworthy and online assistance is available by multichannel among all the ecommerce software's



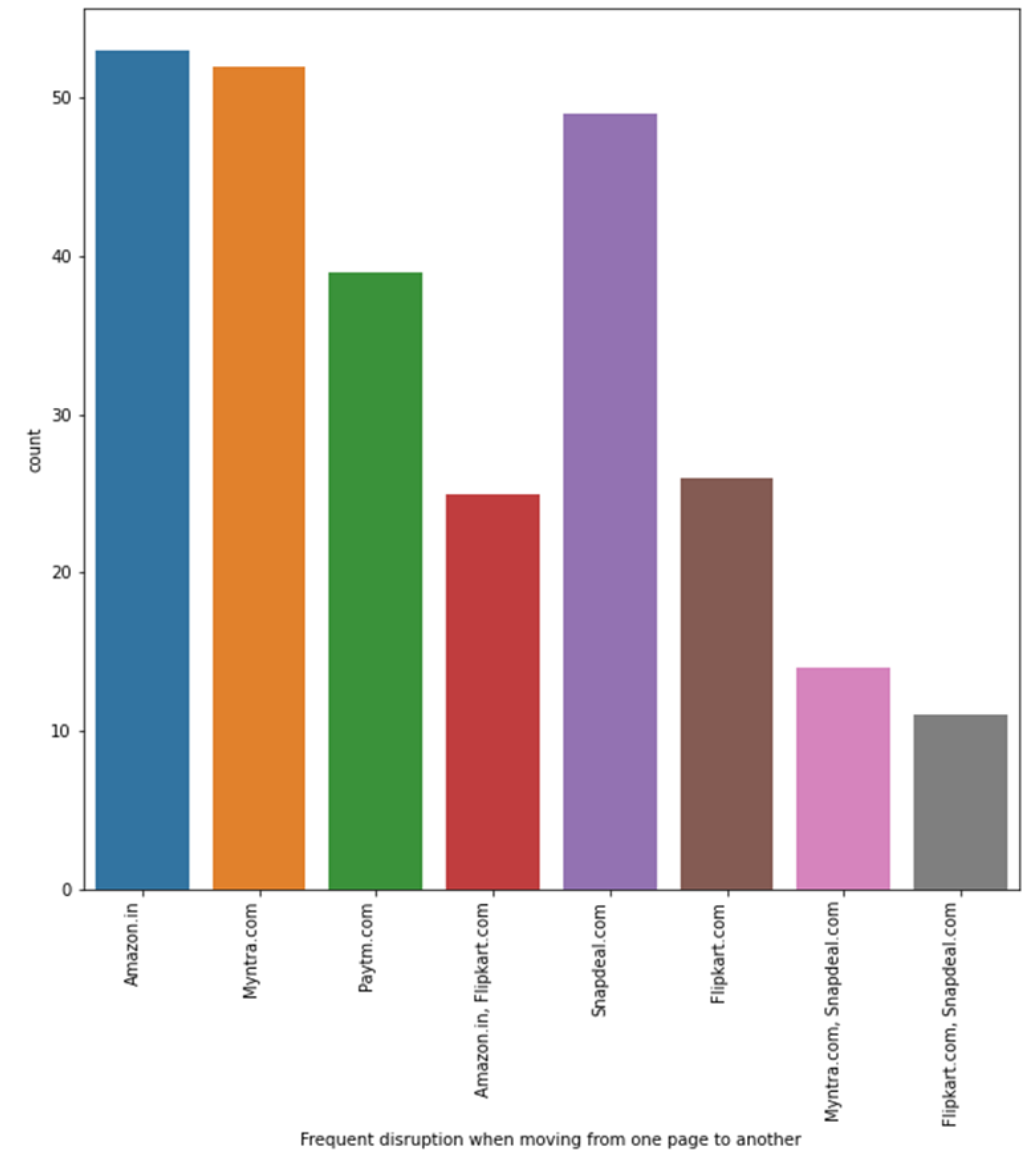
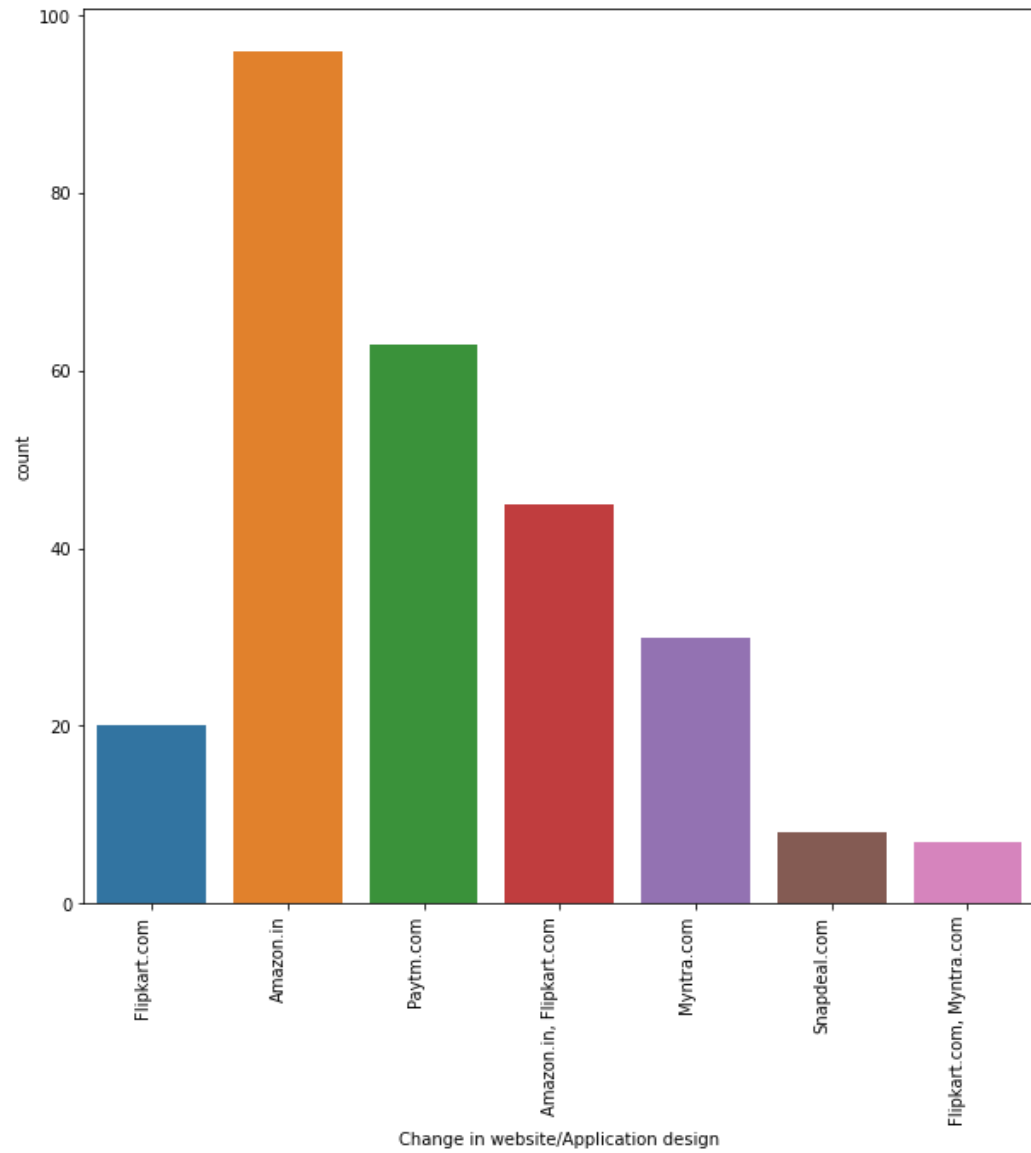
Amazon and flipkart have longer logging in time and loading time among all the ecommerce software's



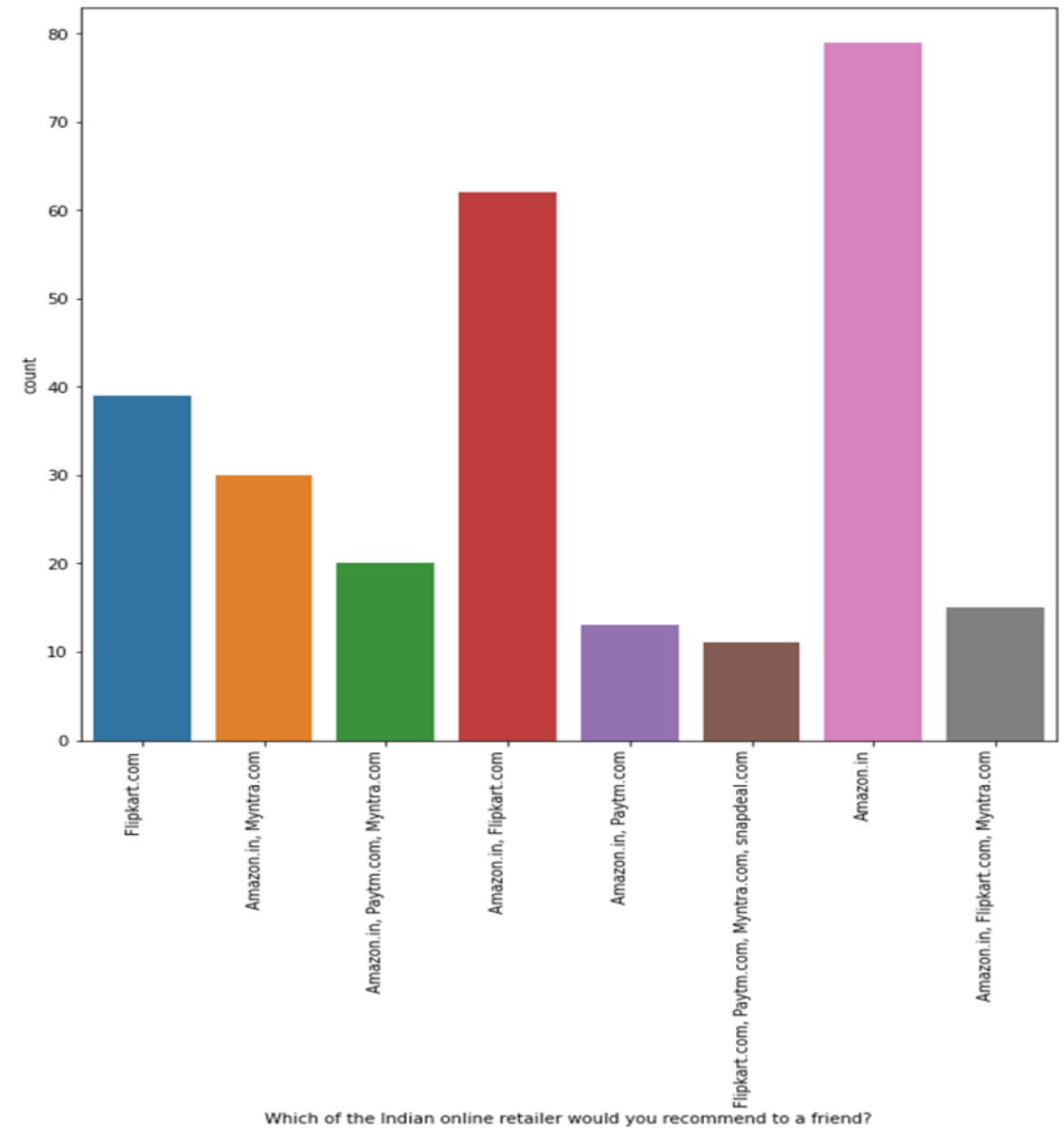
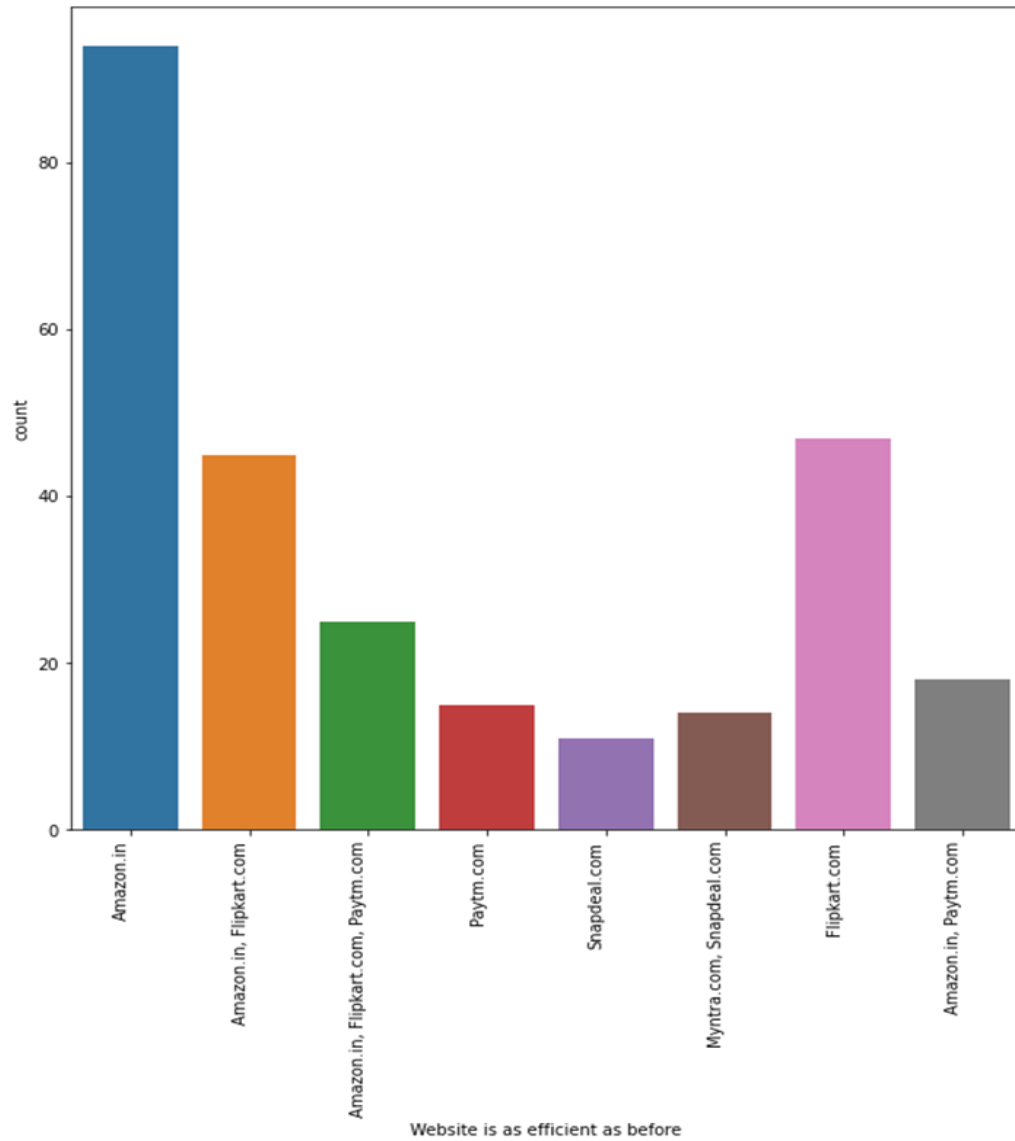
Myntra and paytm has the most late declaration of price and longest loading time among all the ecommerce software's



Snapdeal.com has the most count for promotions and paytm is the longest delivery period among all the ecommerce software's

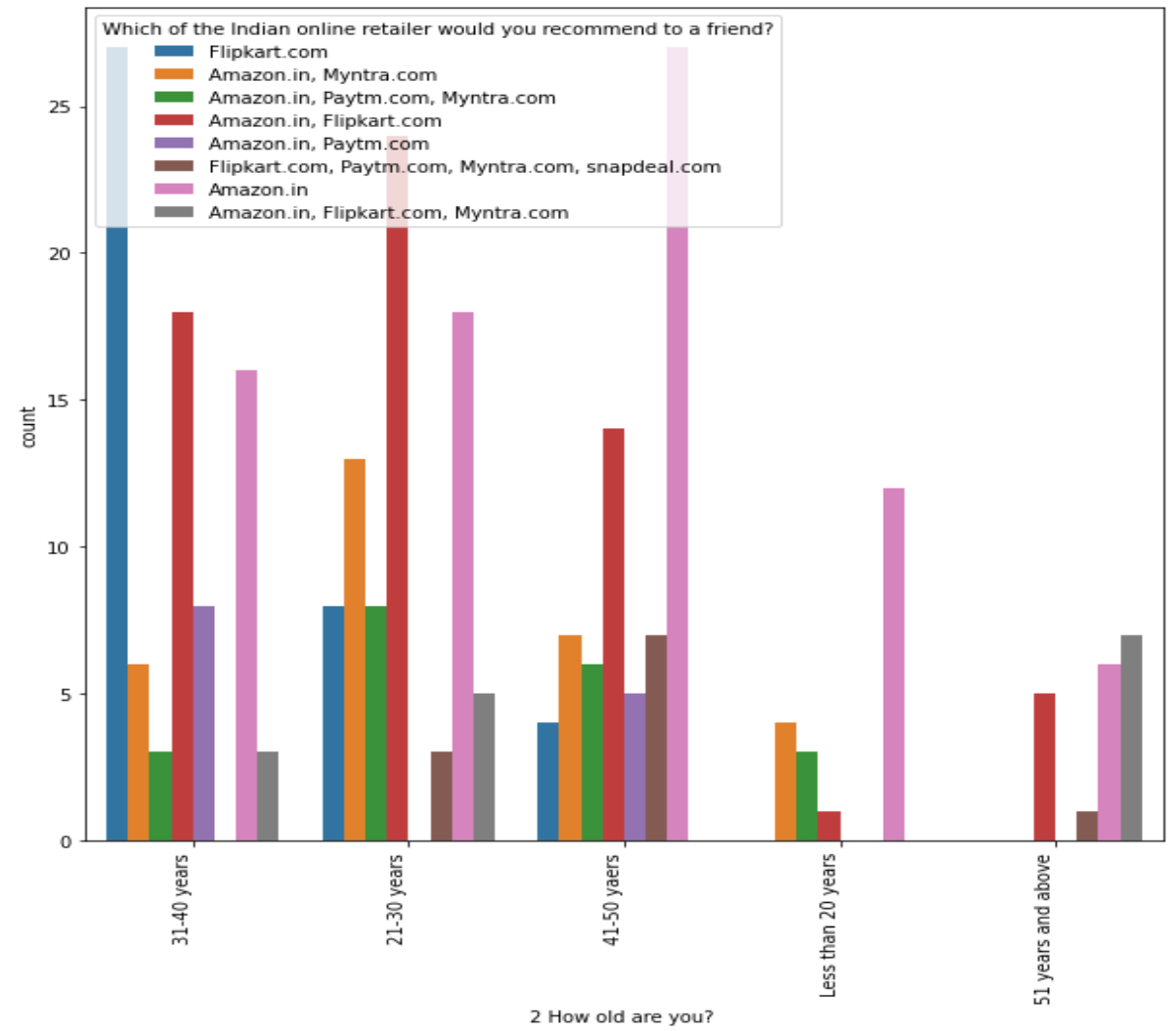
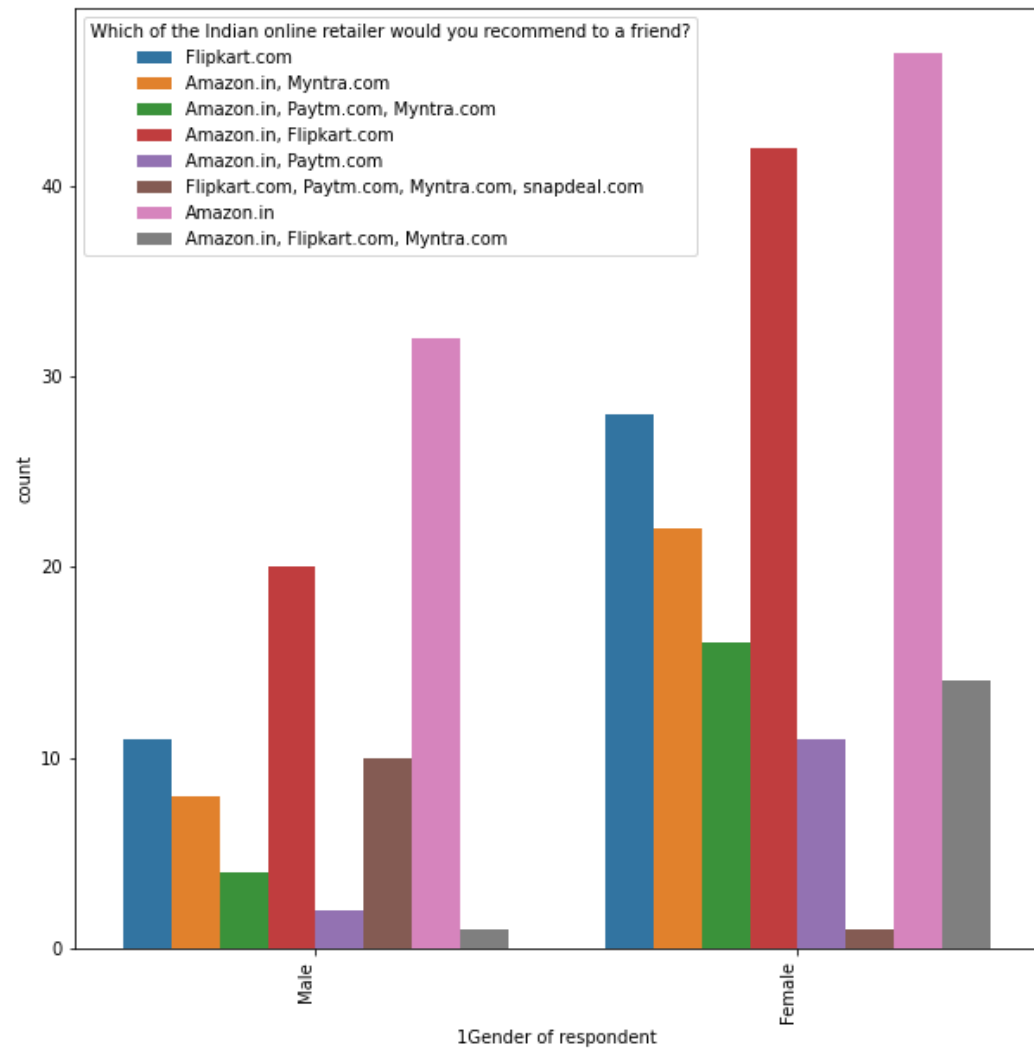


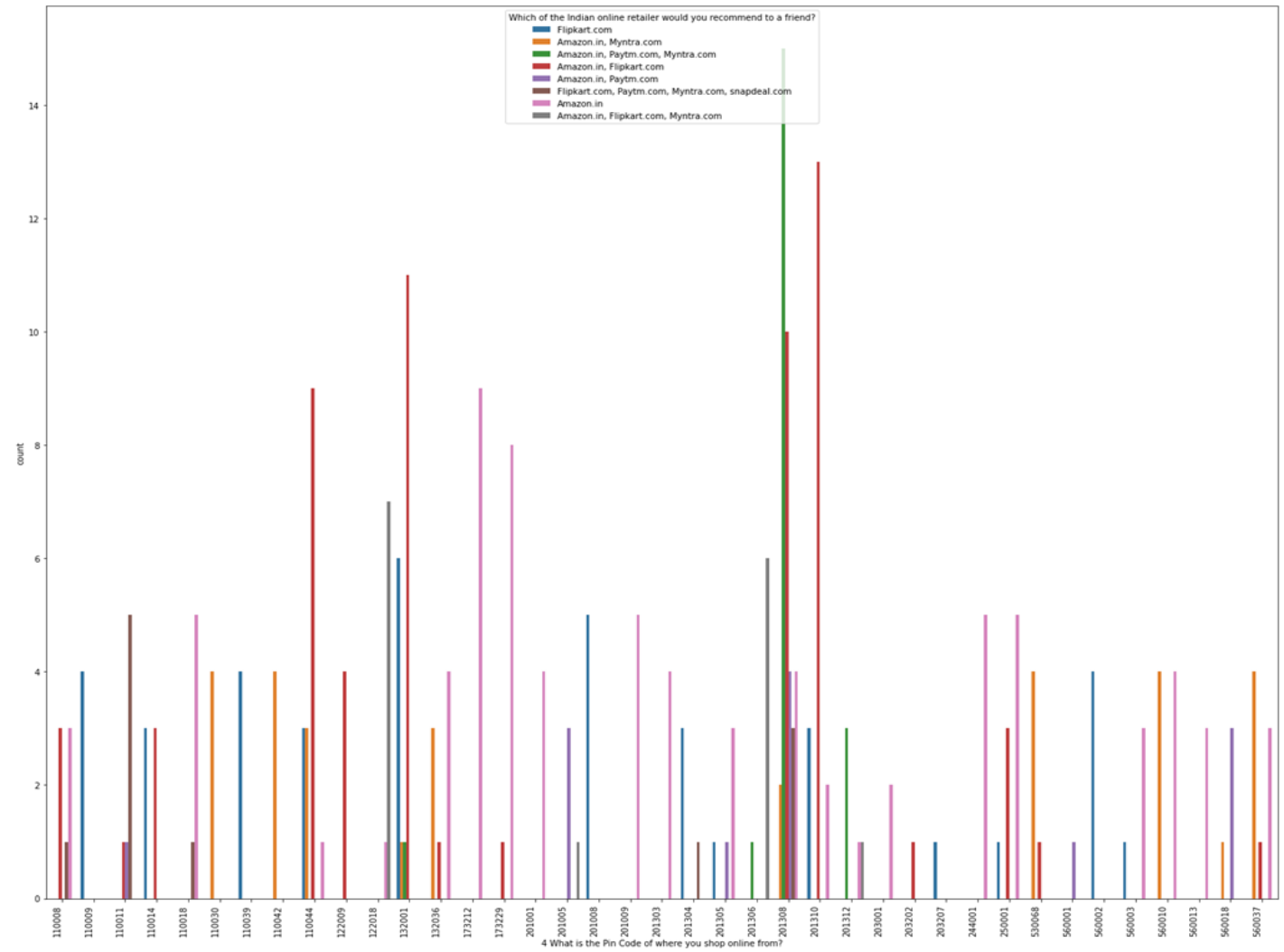
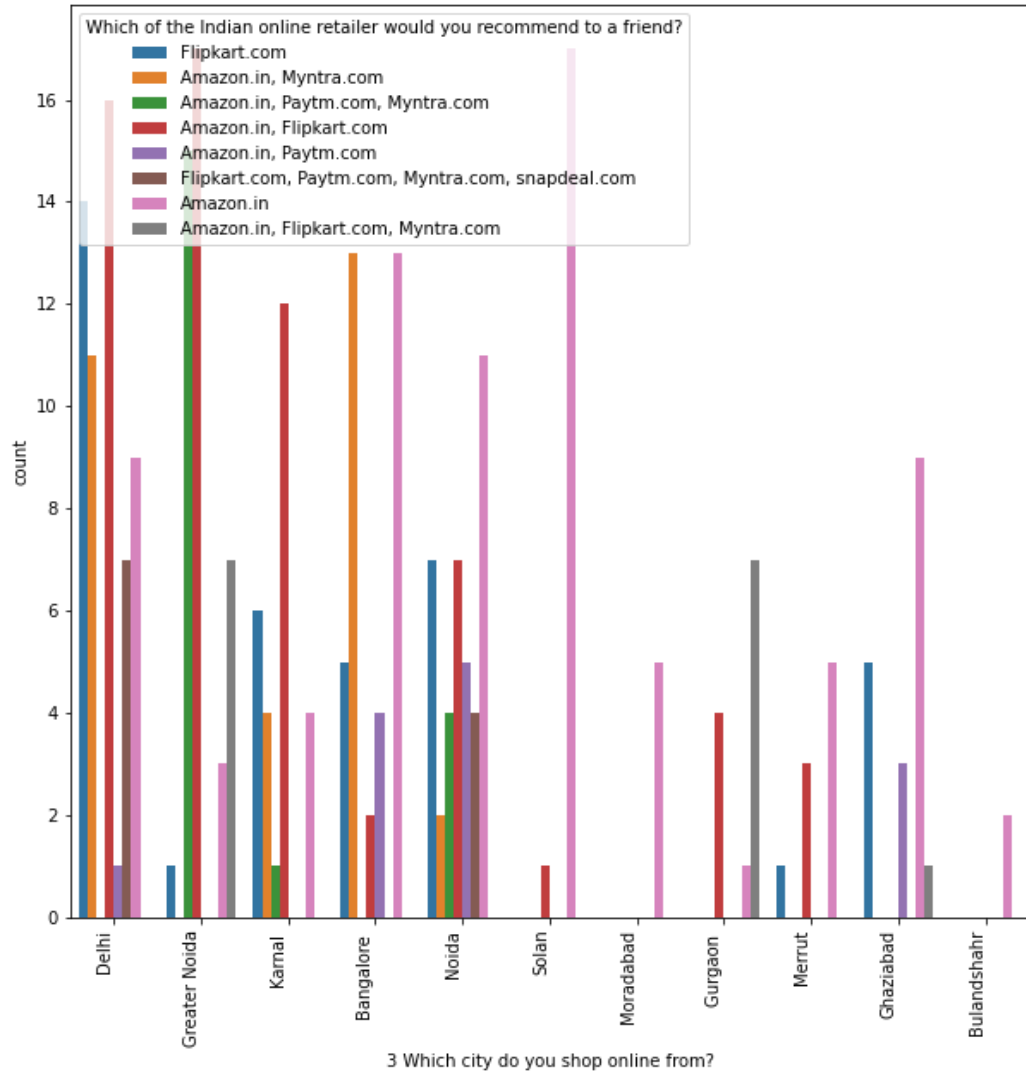
Amazon.in has the most count for change in website and disruption among all the ecommerce software's

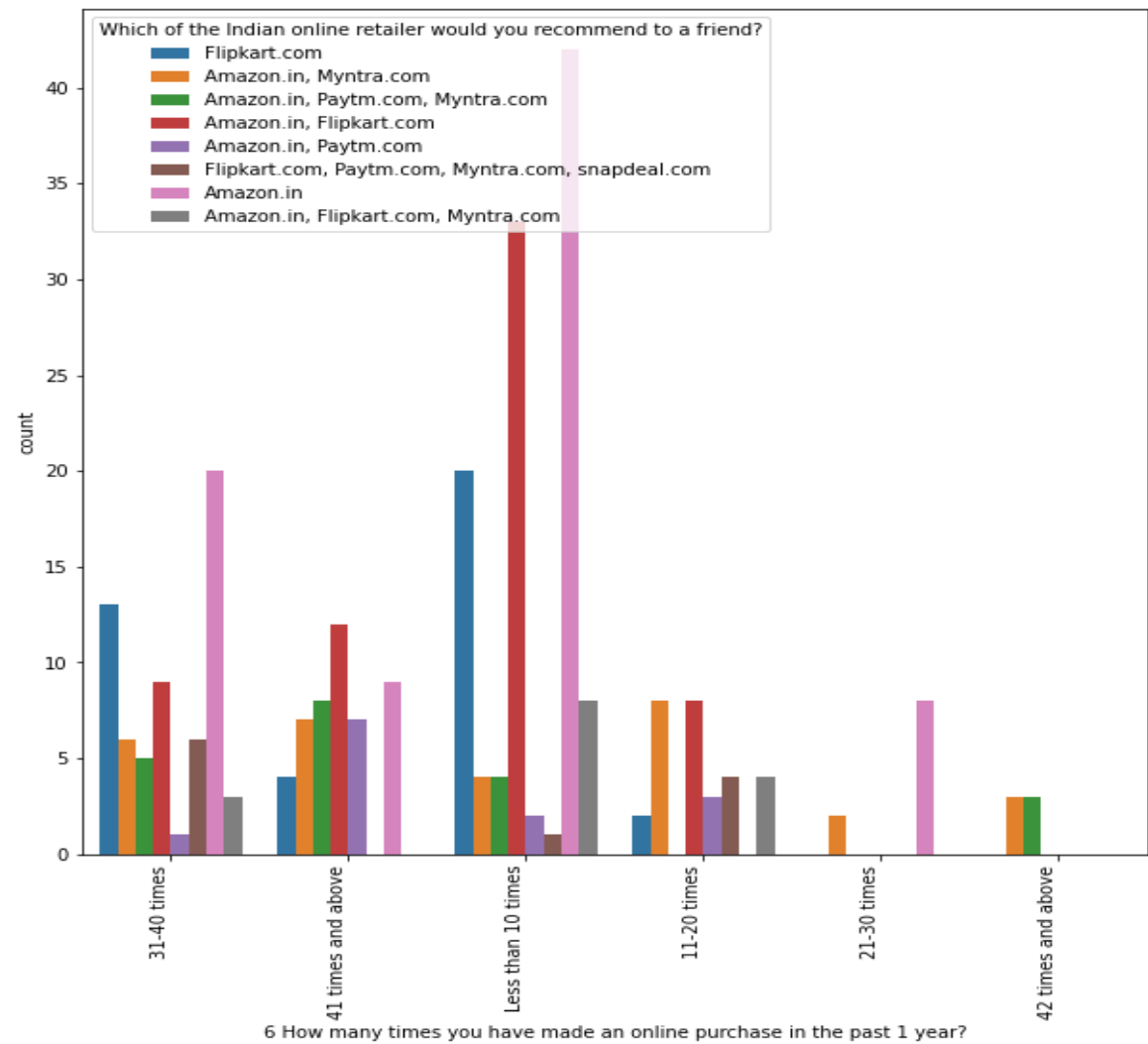
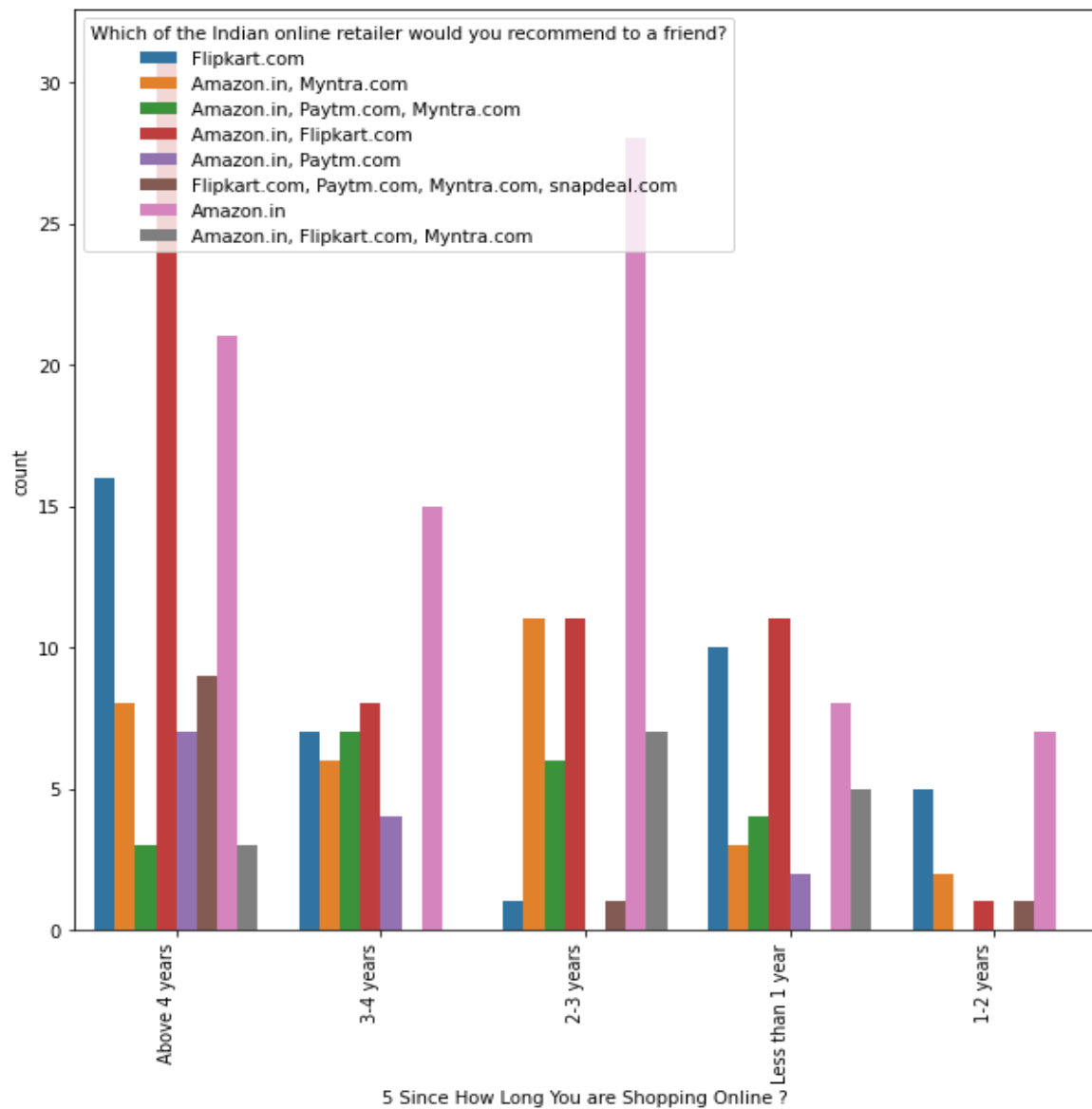


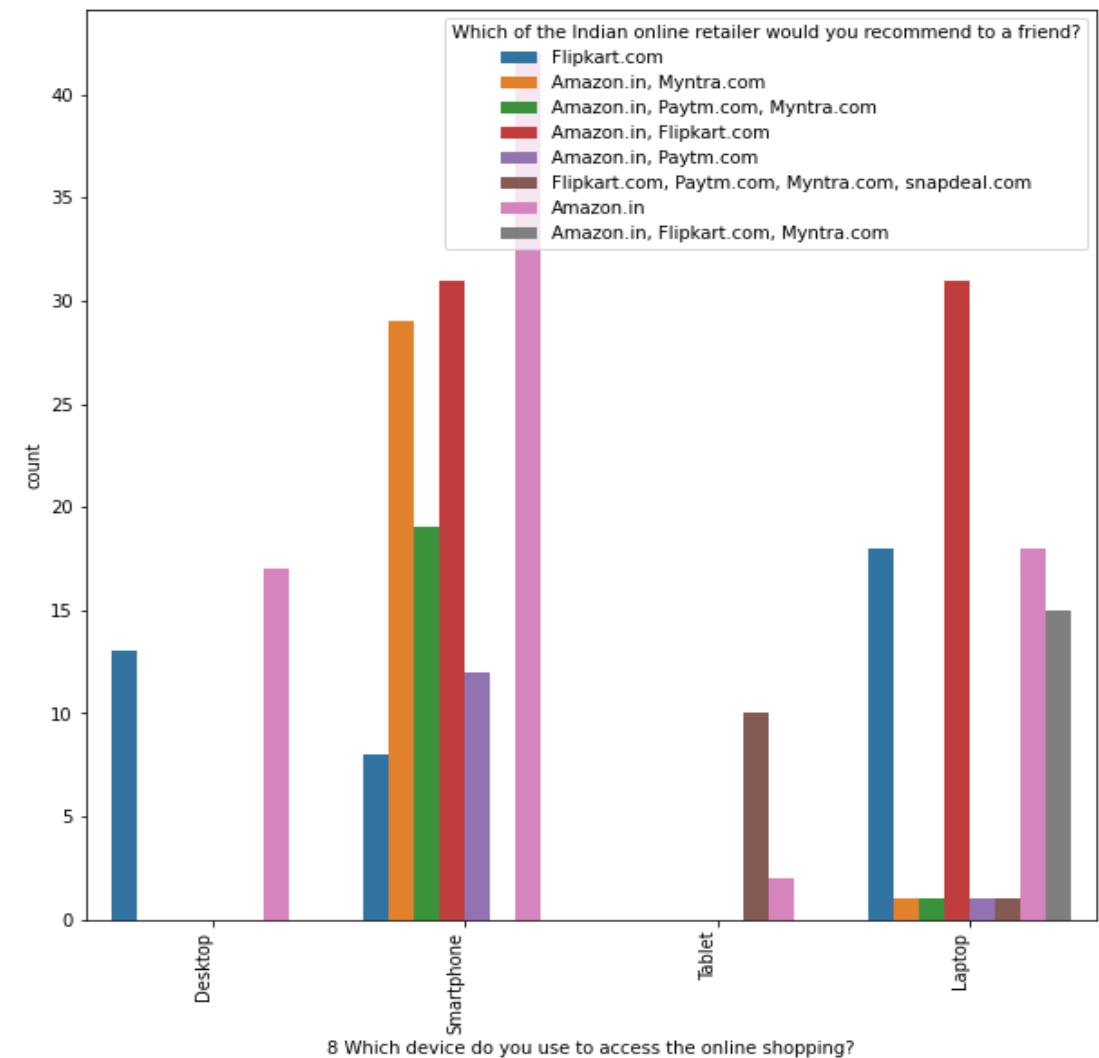
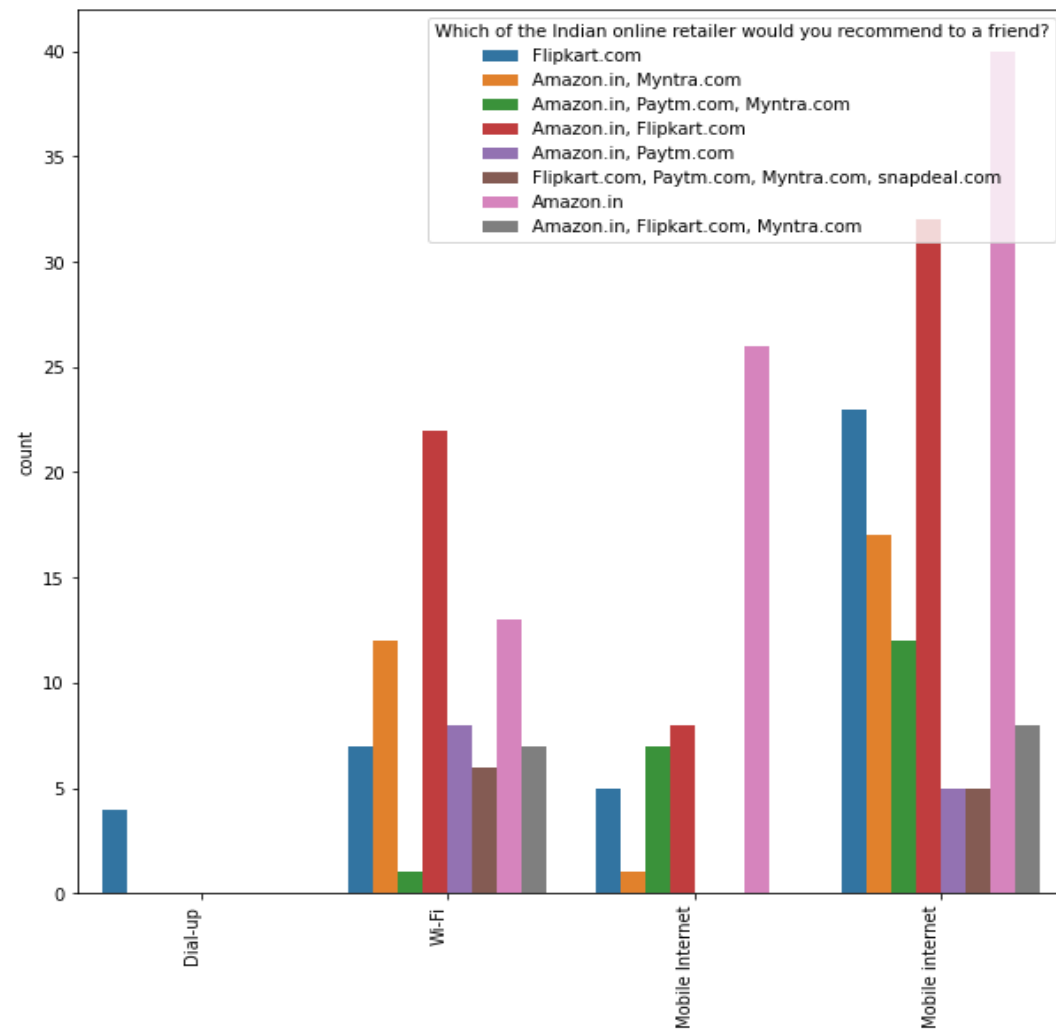
Amazon.in is the most efficient and recommended website among all the ecommerce software's

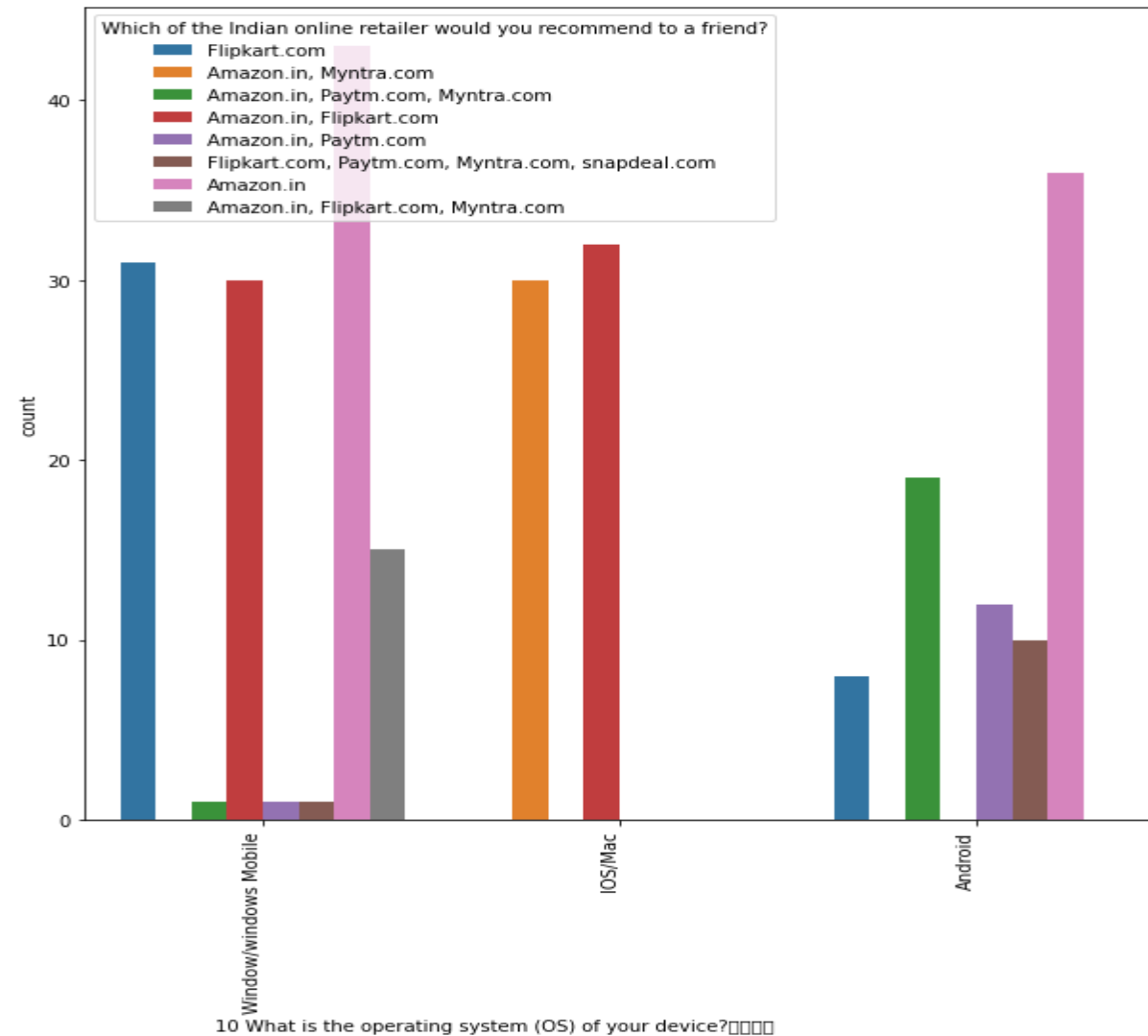
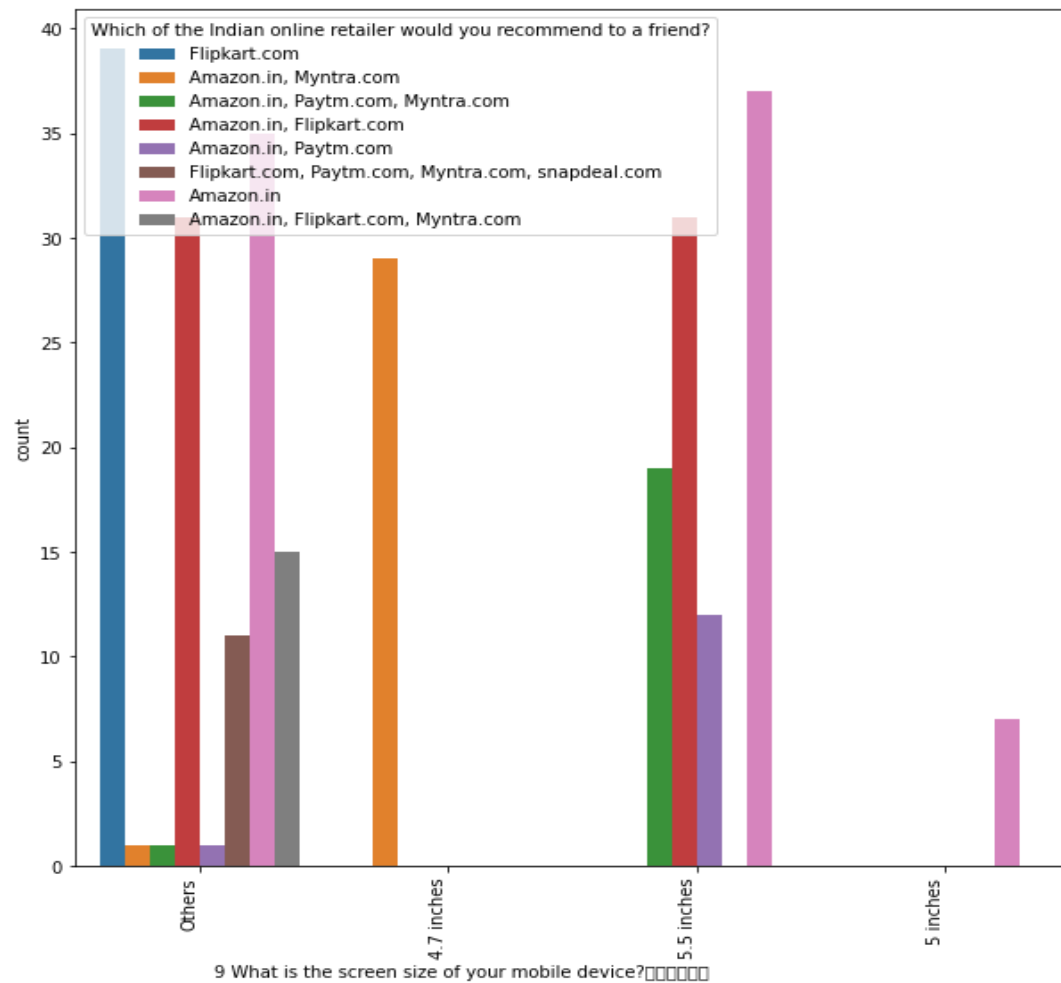
BIVARIATE ANALYSIS

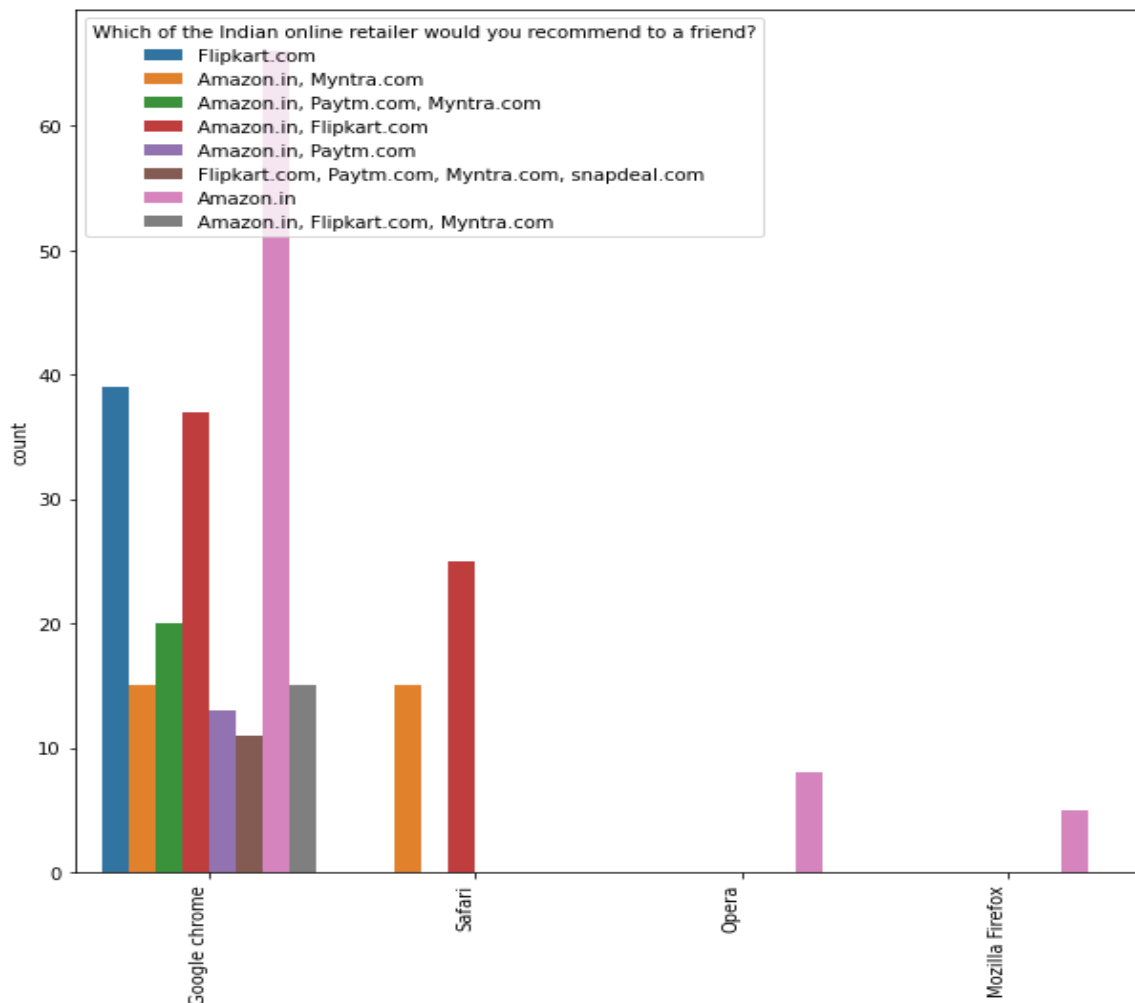




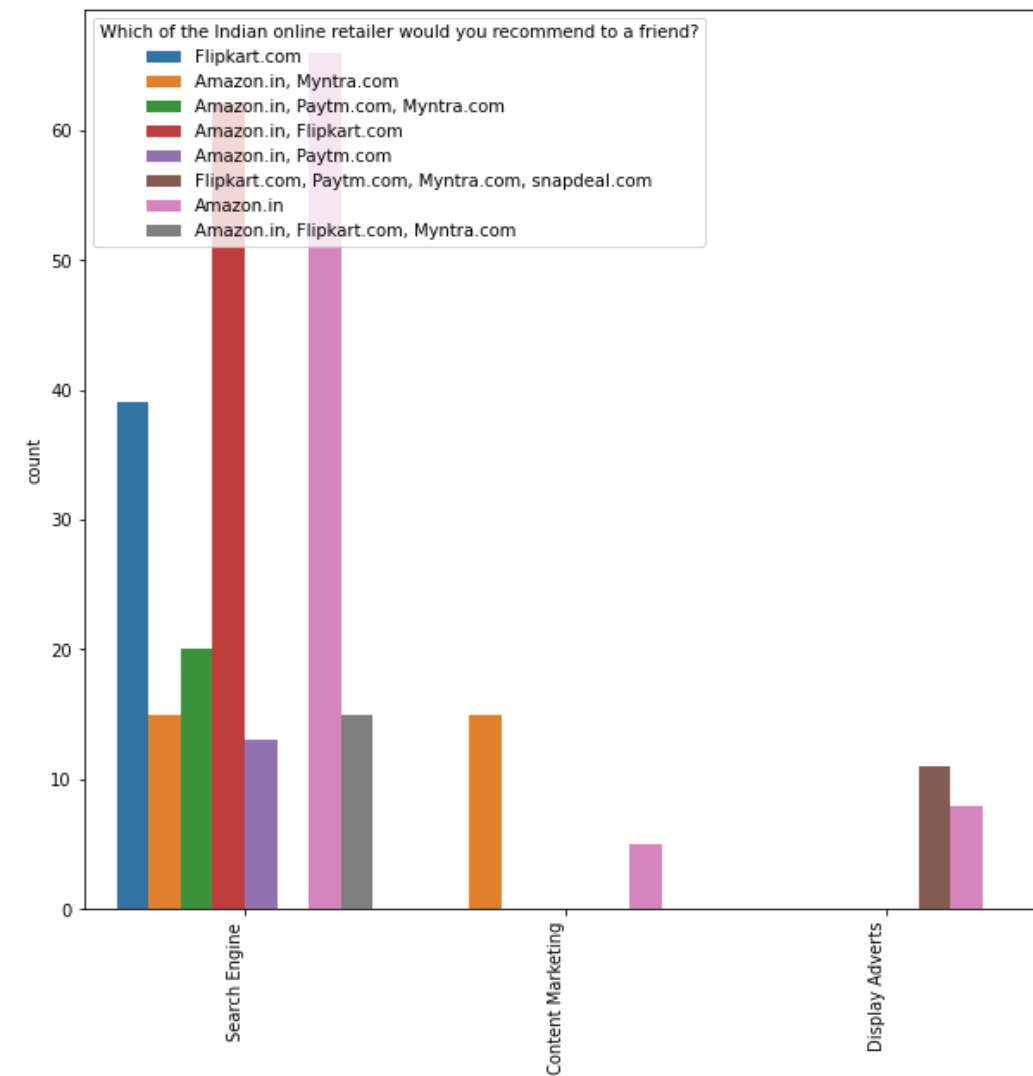




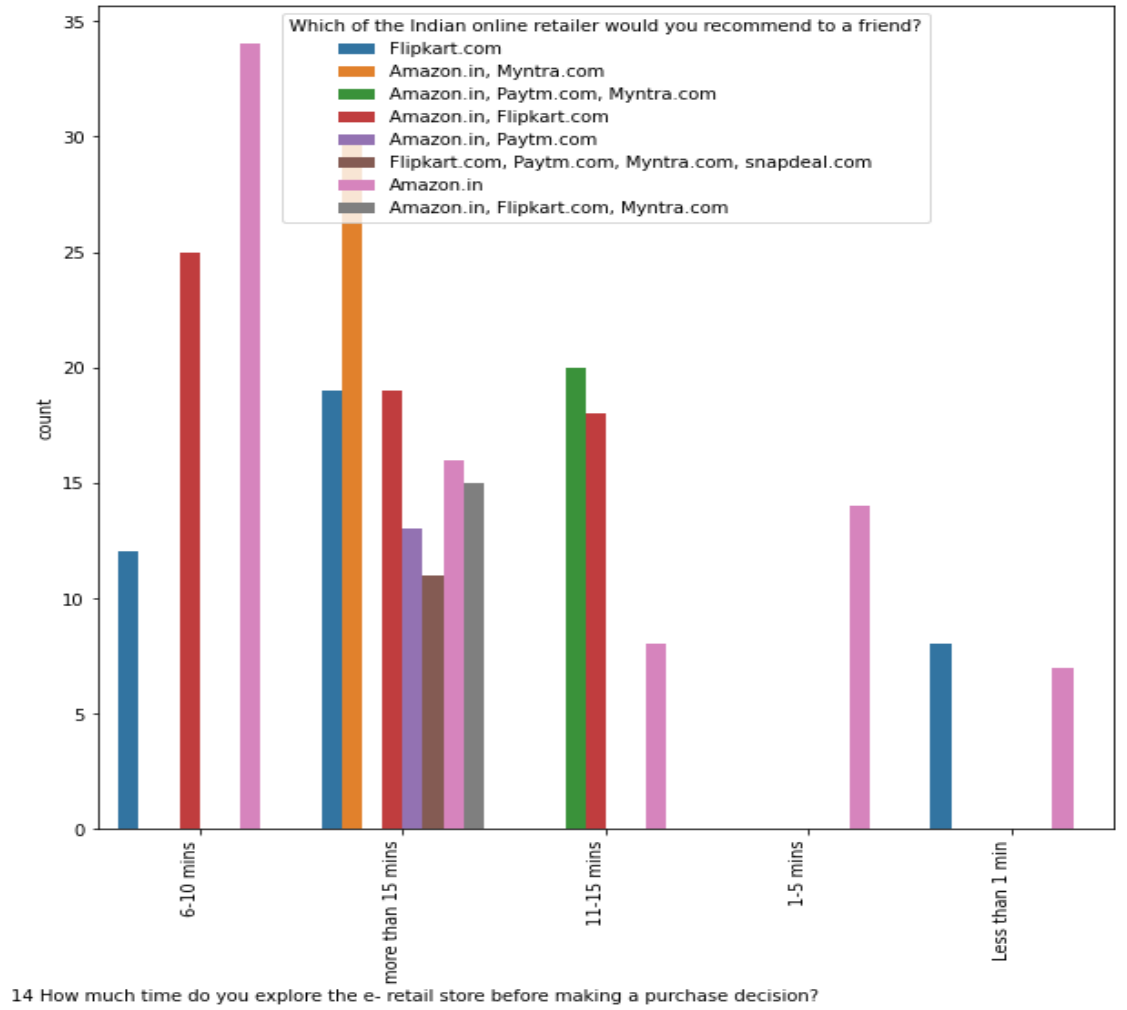
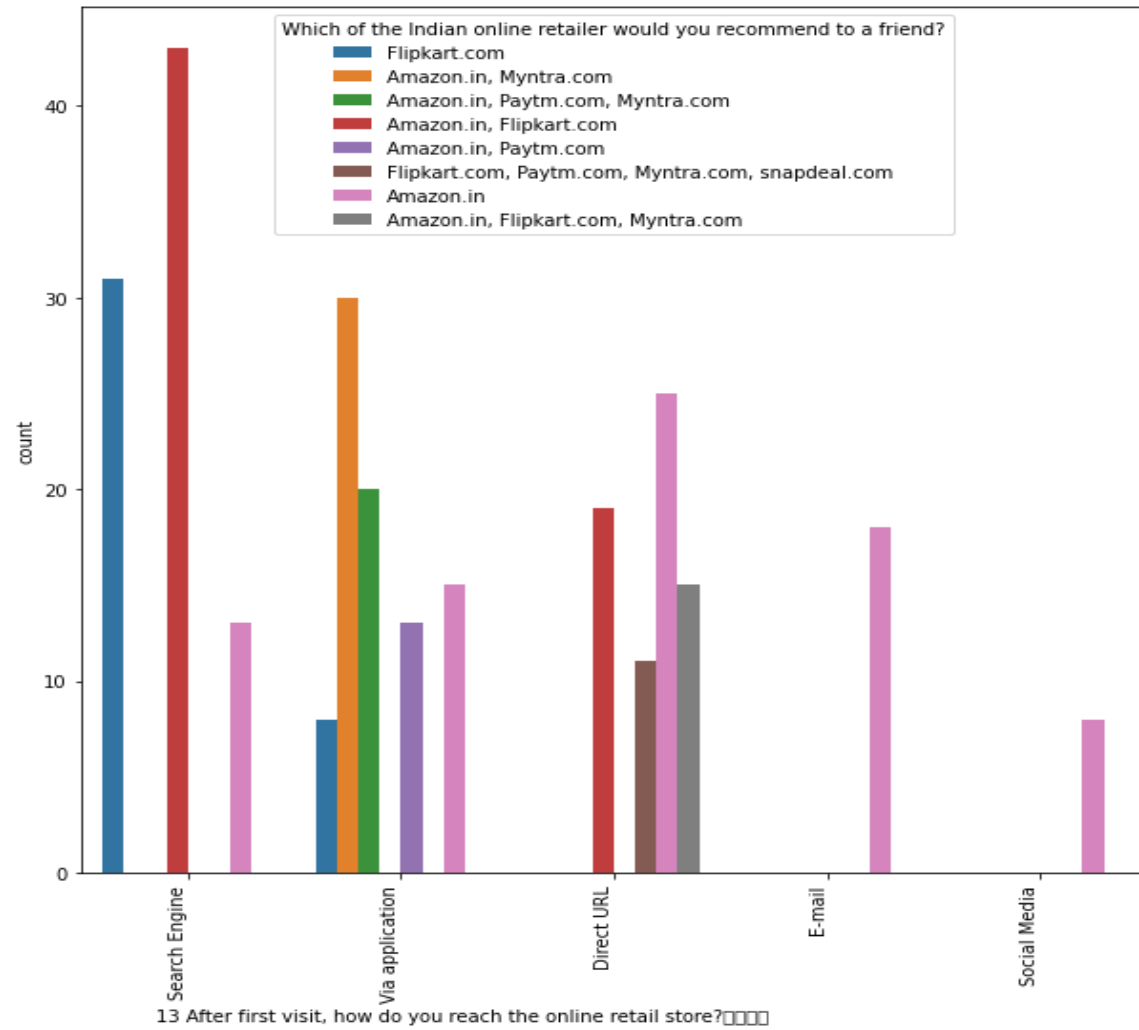


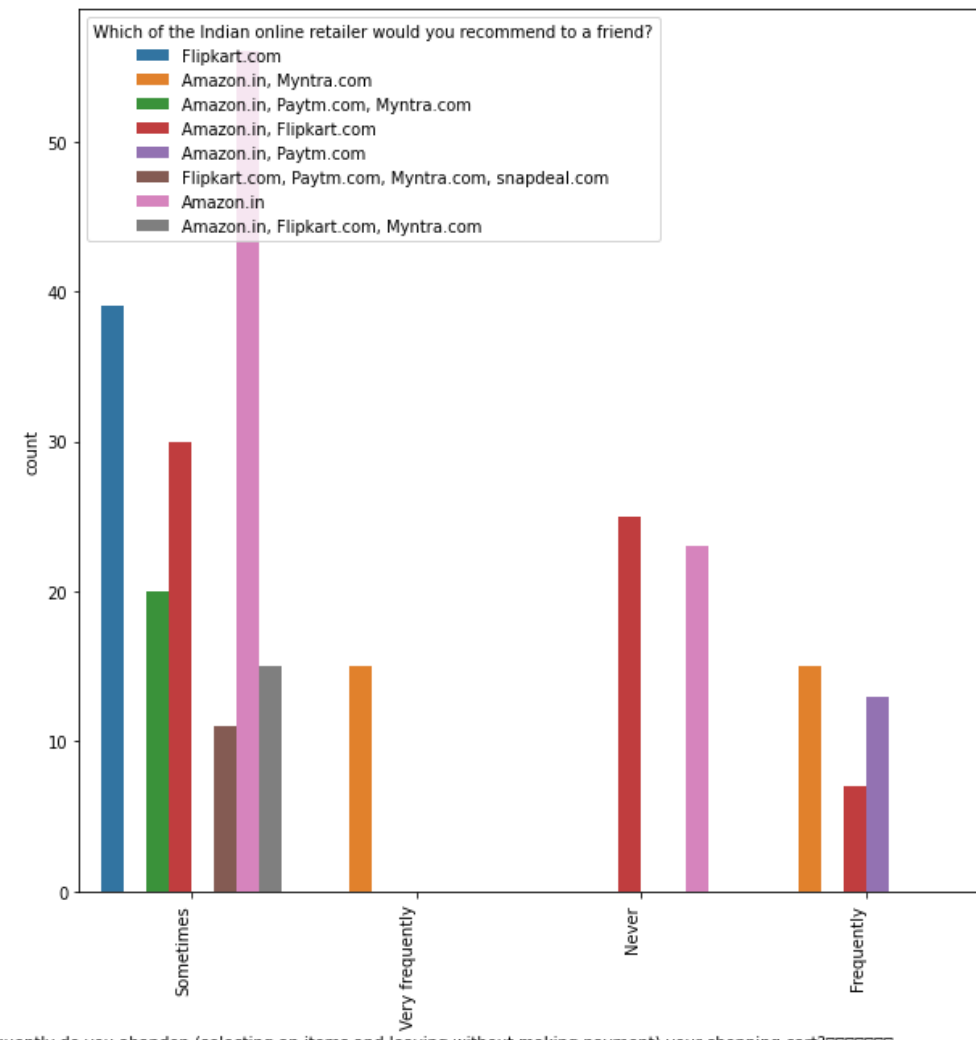
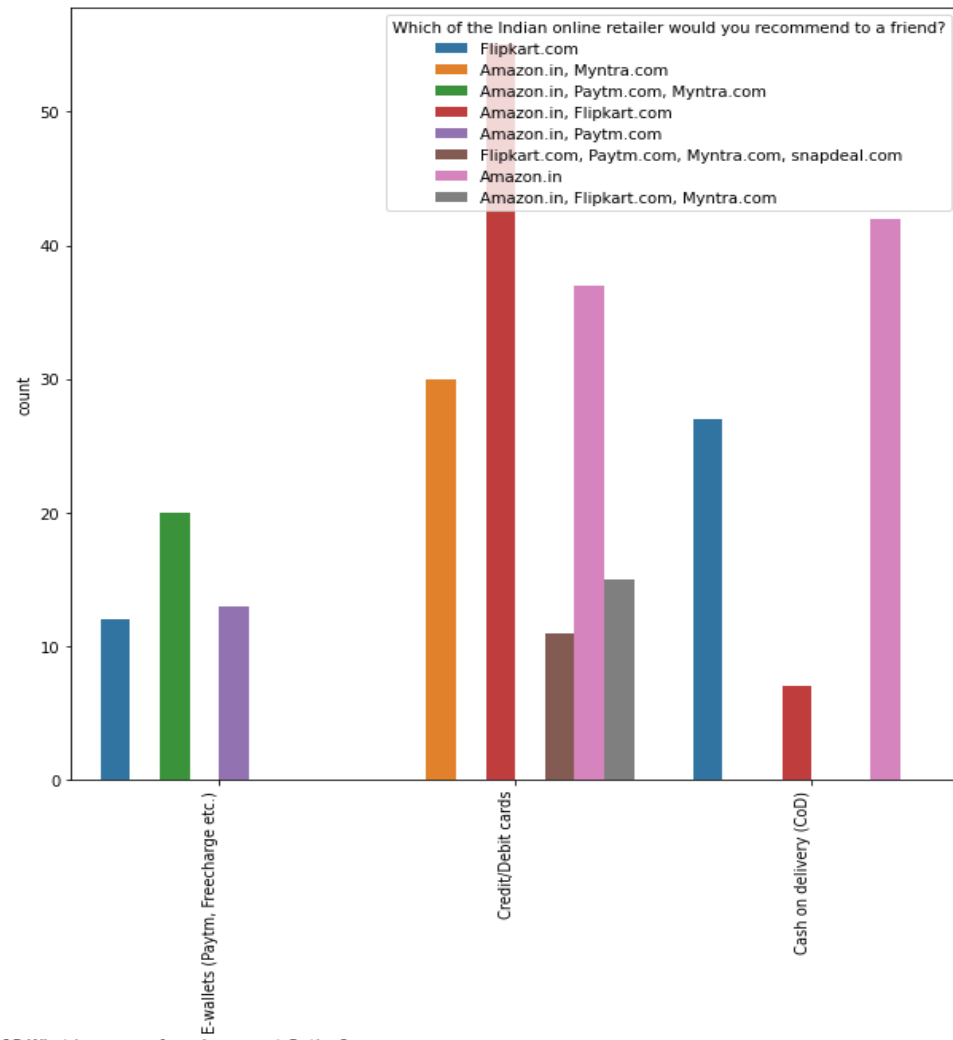


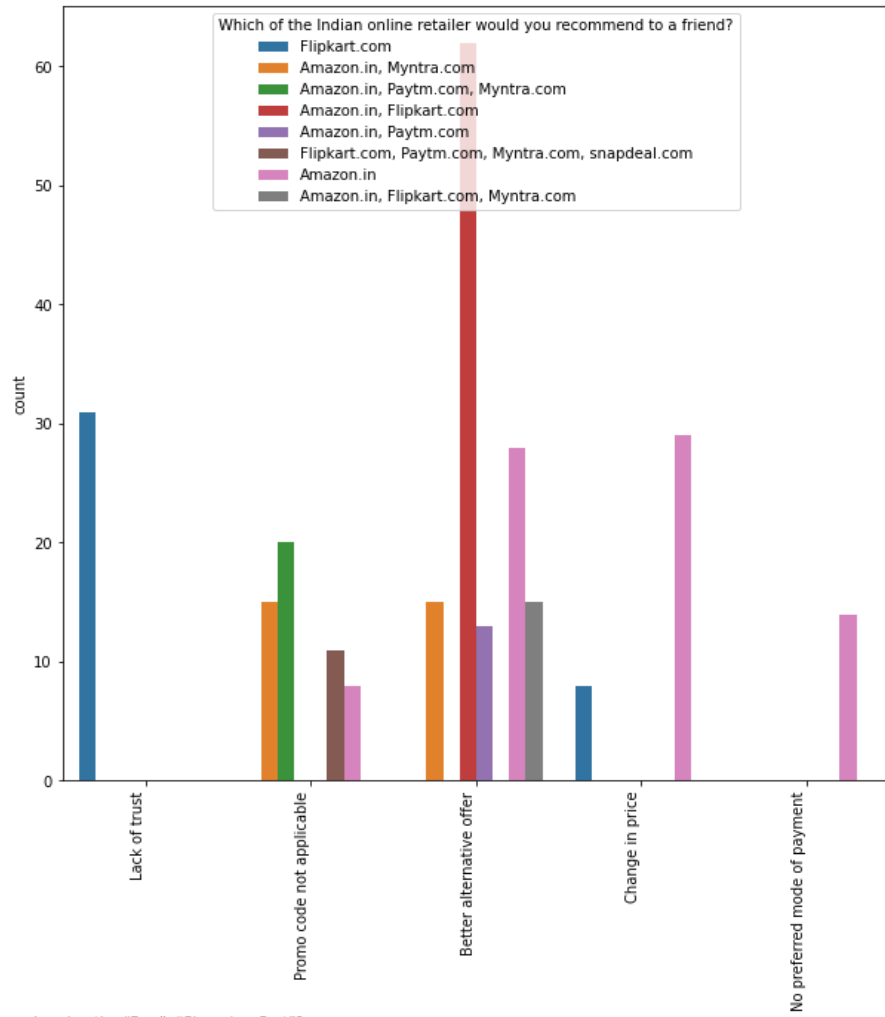
11 What browser do you run on your device to access the website?□□□



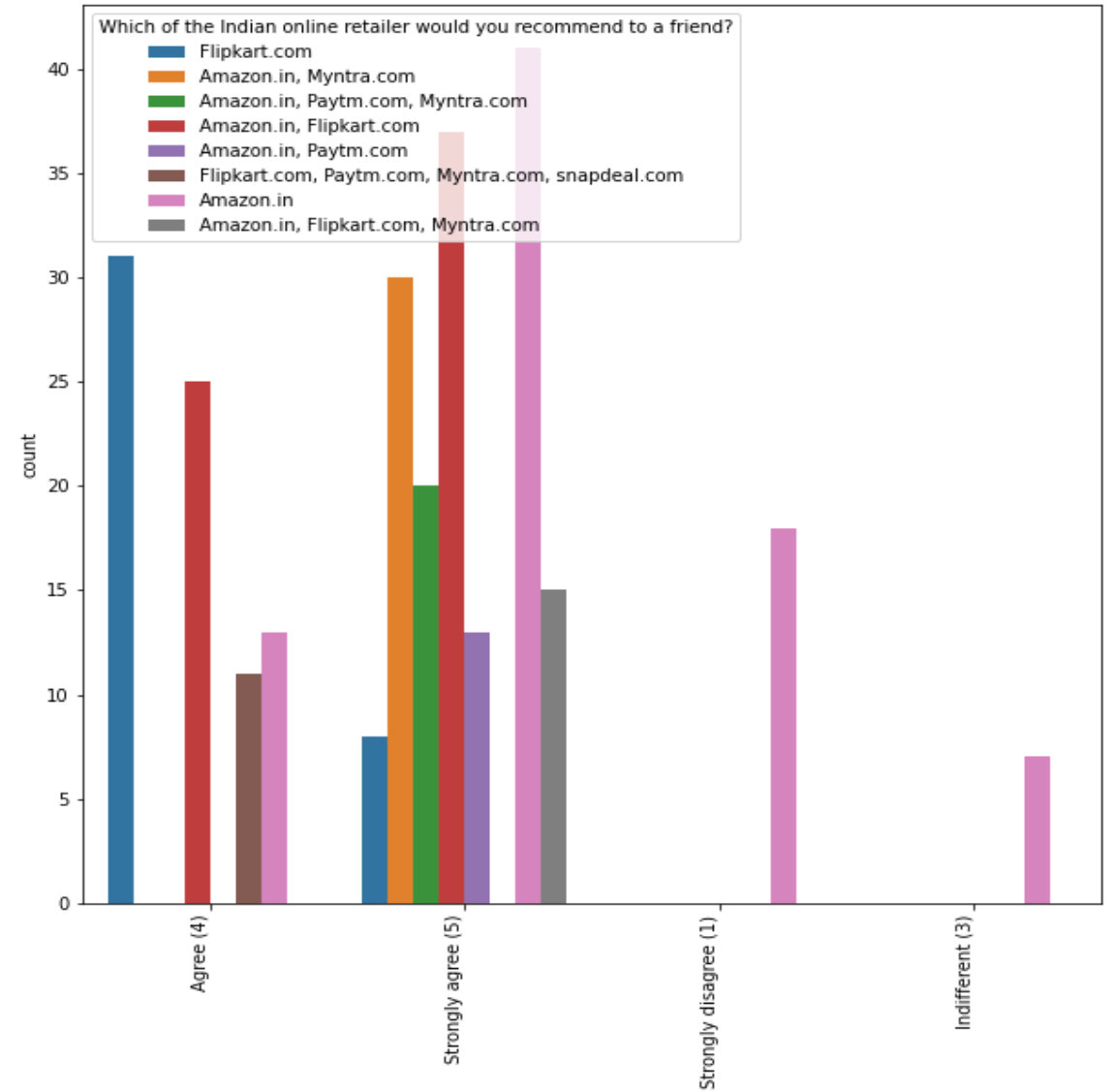
12 Which channel did you follow to arrive at your favorite online store for the first time?



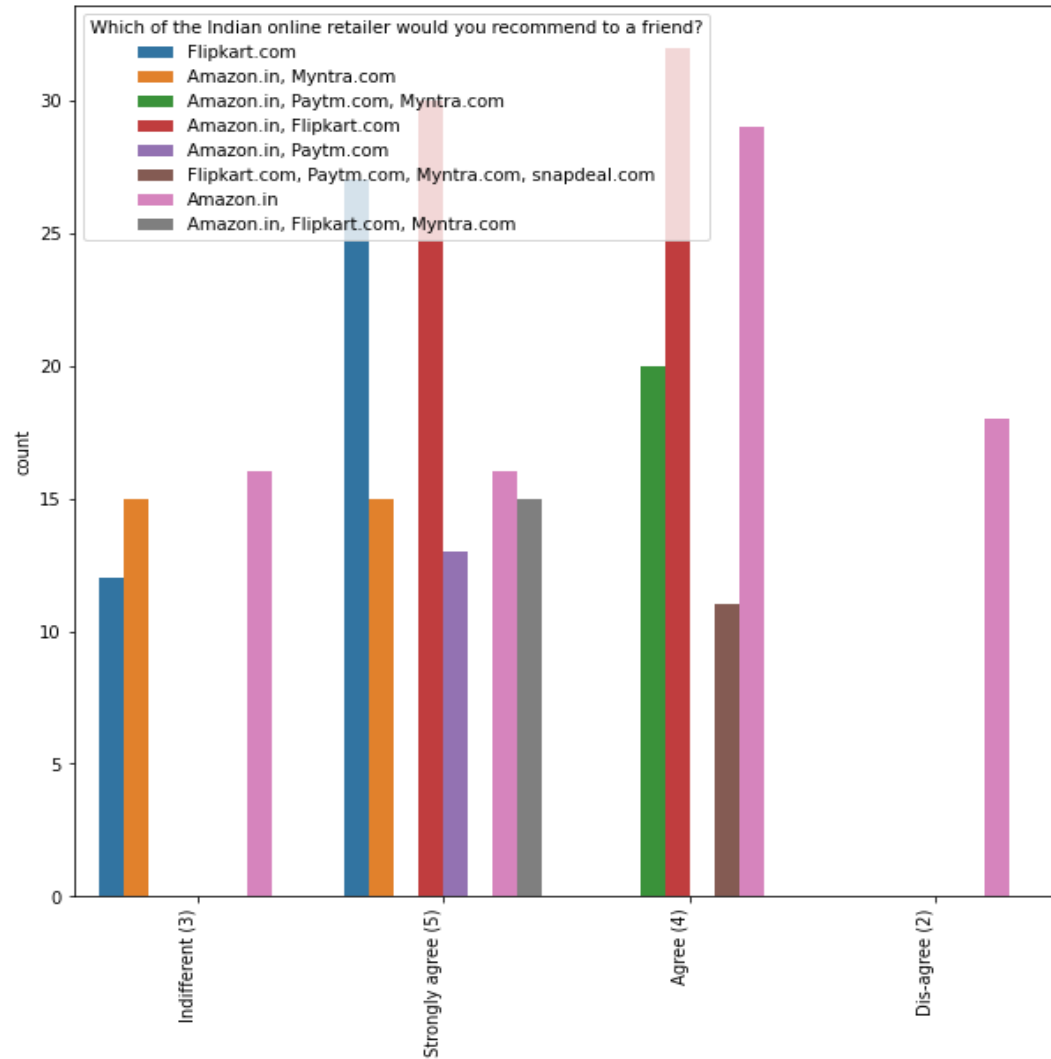




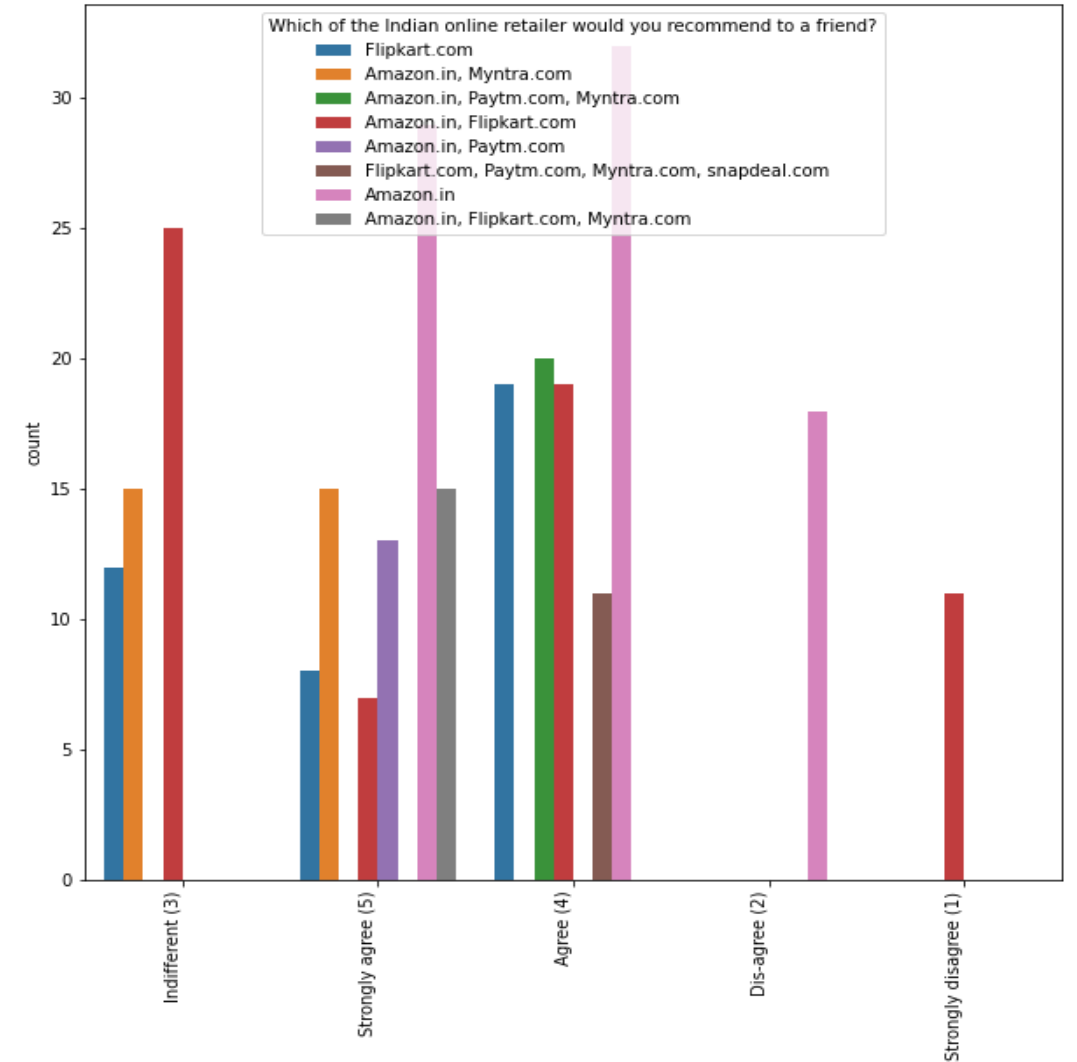
17 Why did you abandon the "Bag", "Shopping Cart"?□□□□□



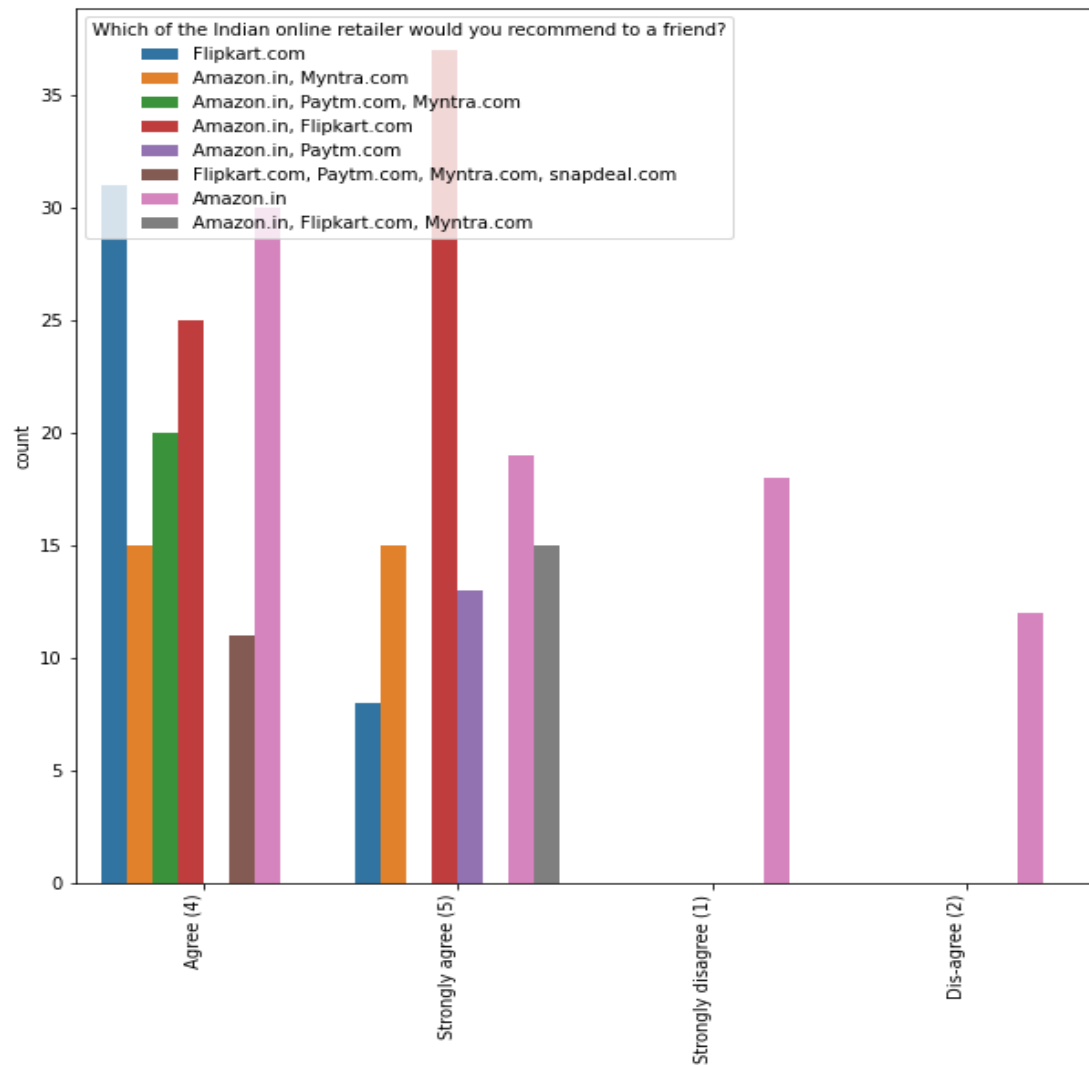
18 The content on the website must be easy to read and understand



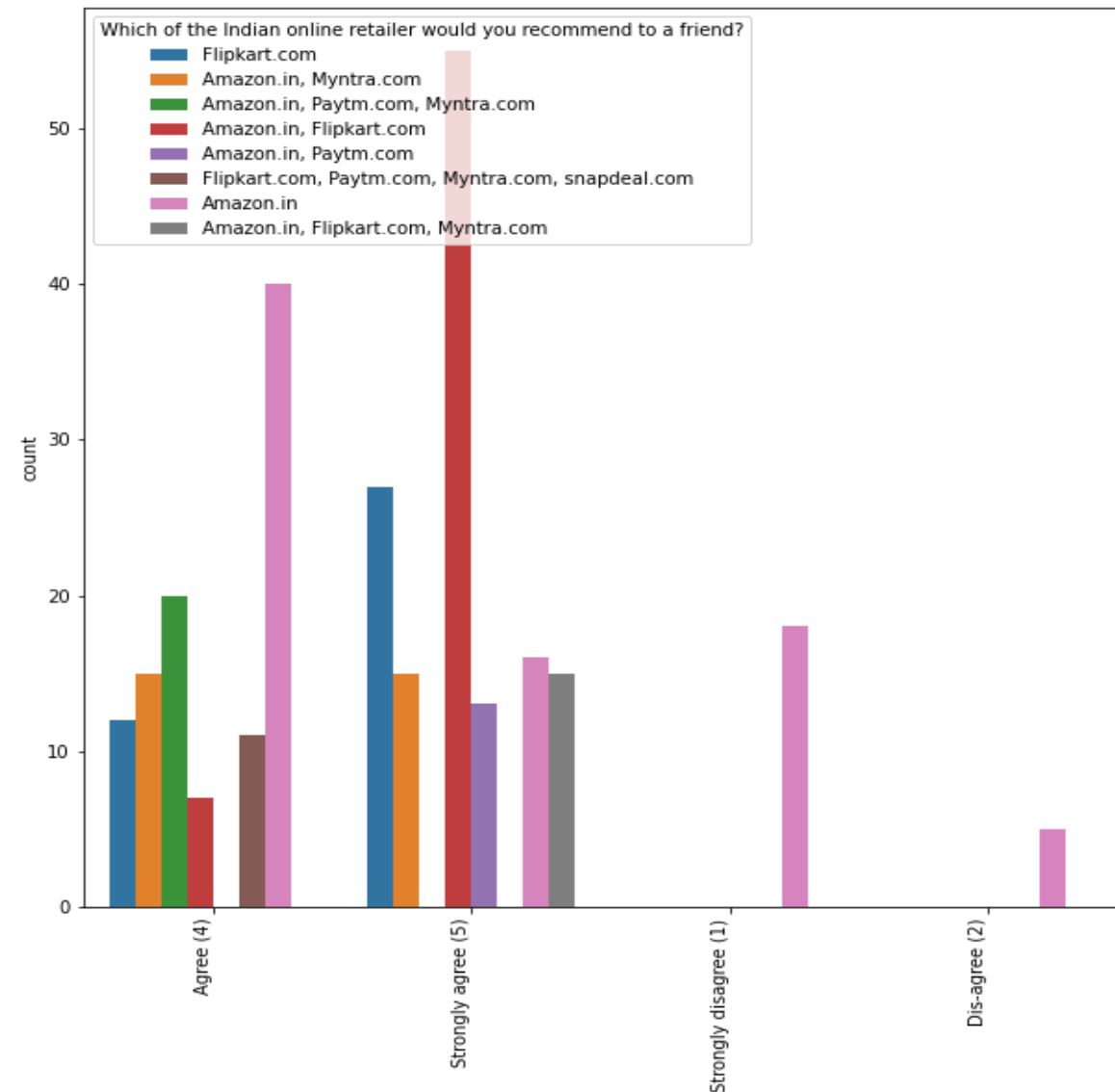
19 Information on similar product to the one highlighted is important for product comparison



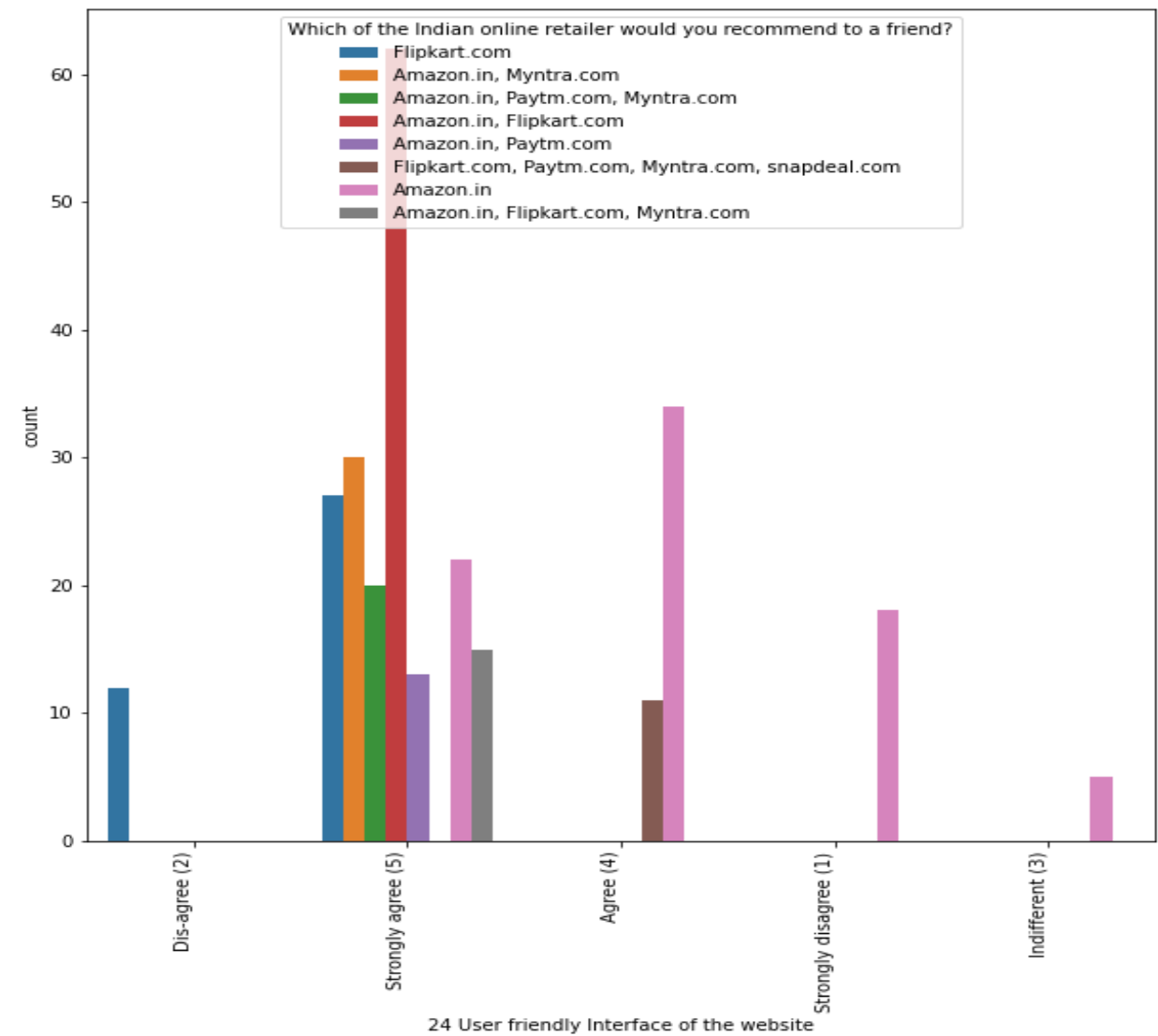
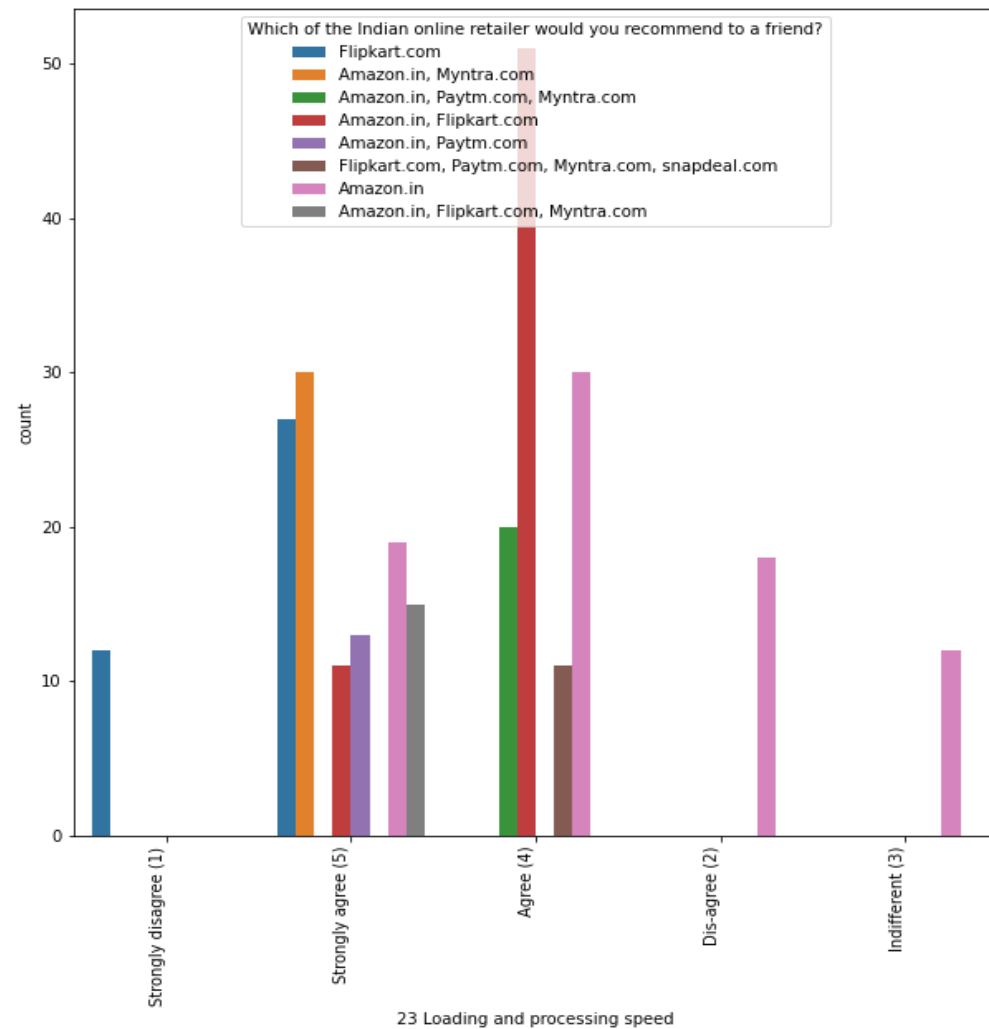
20 Complete information on listed seller and product being offered is important for purchase decision.

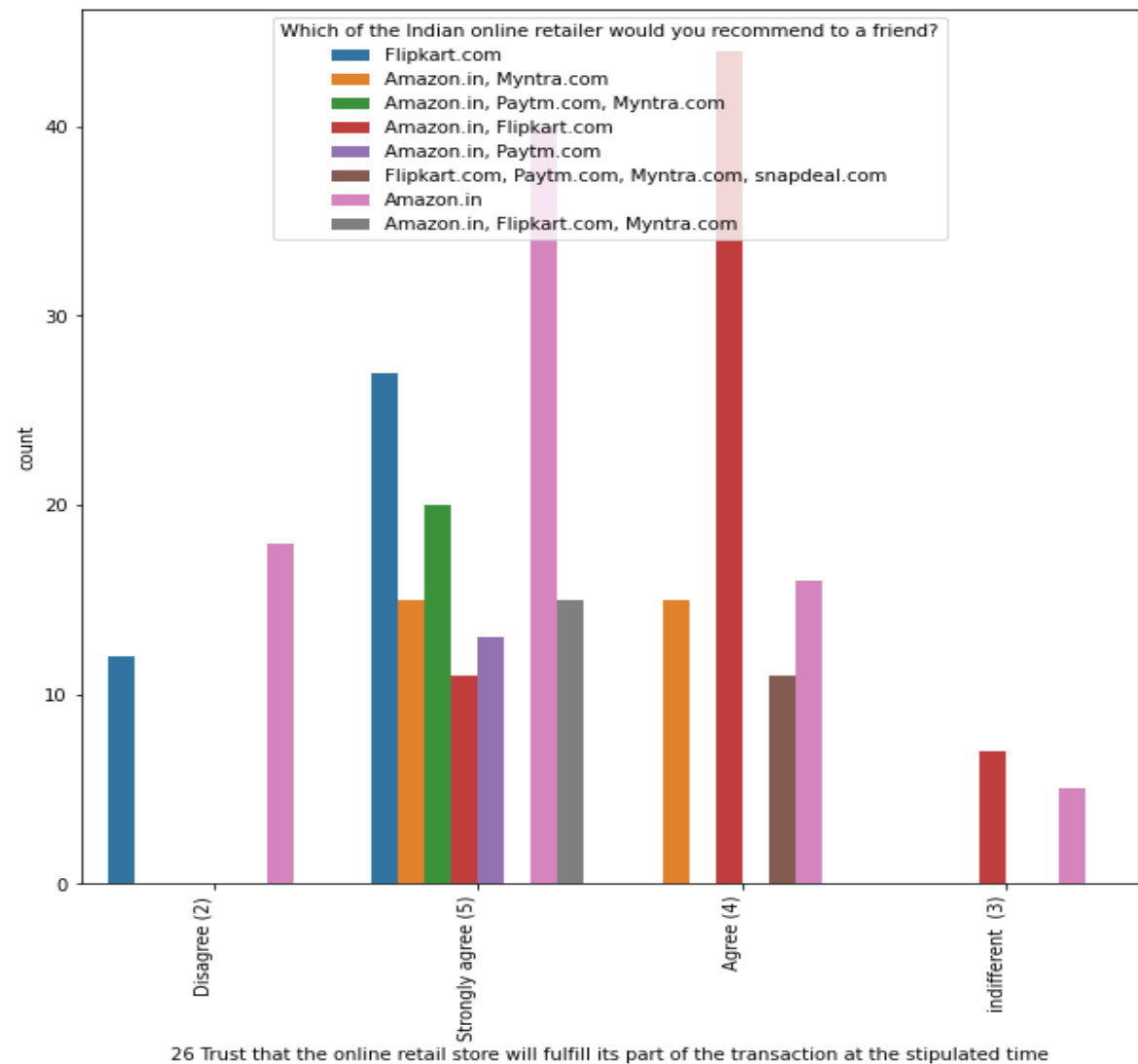
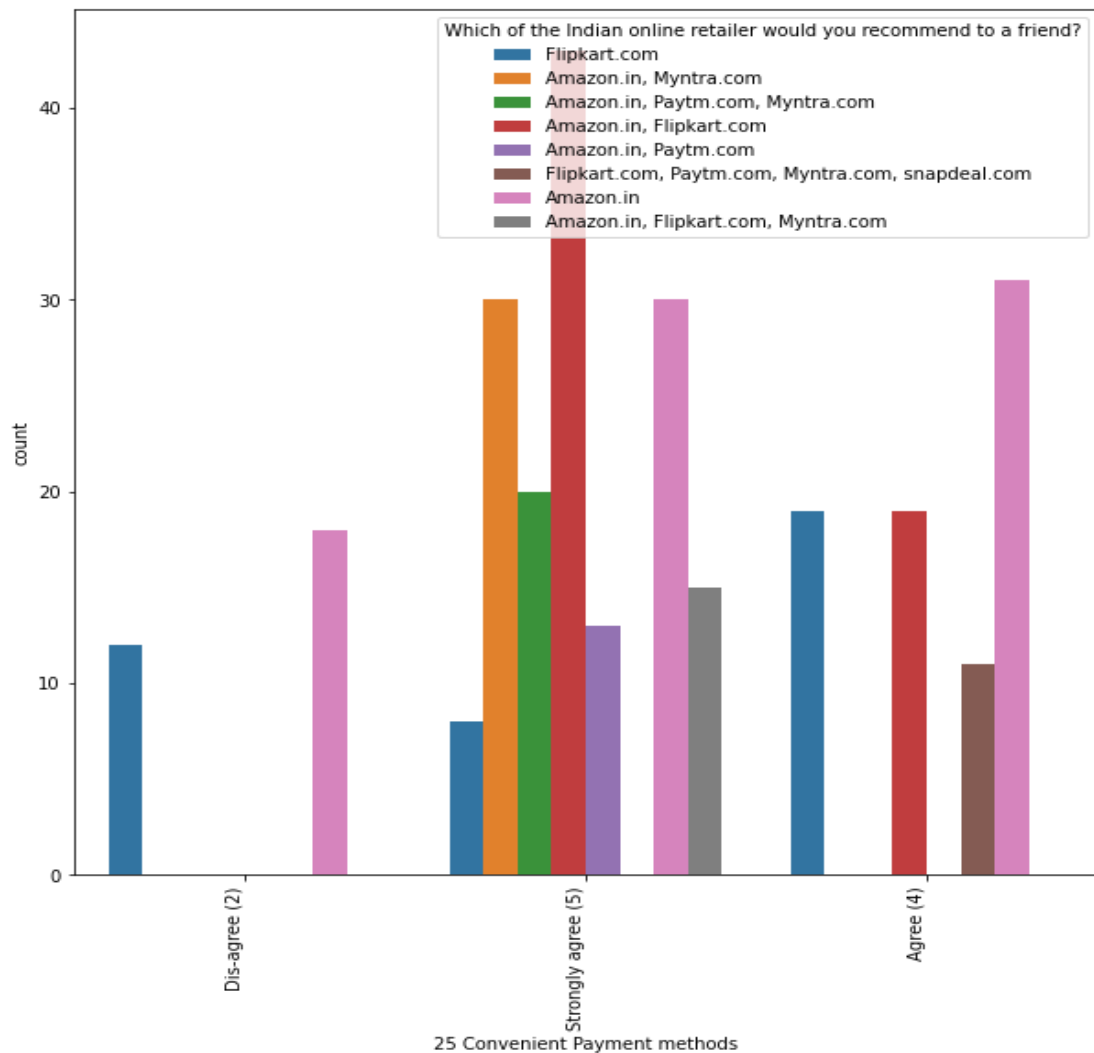


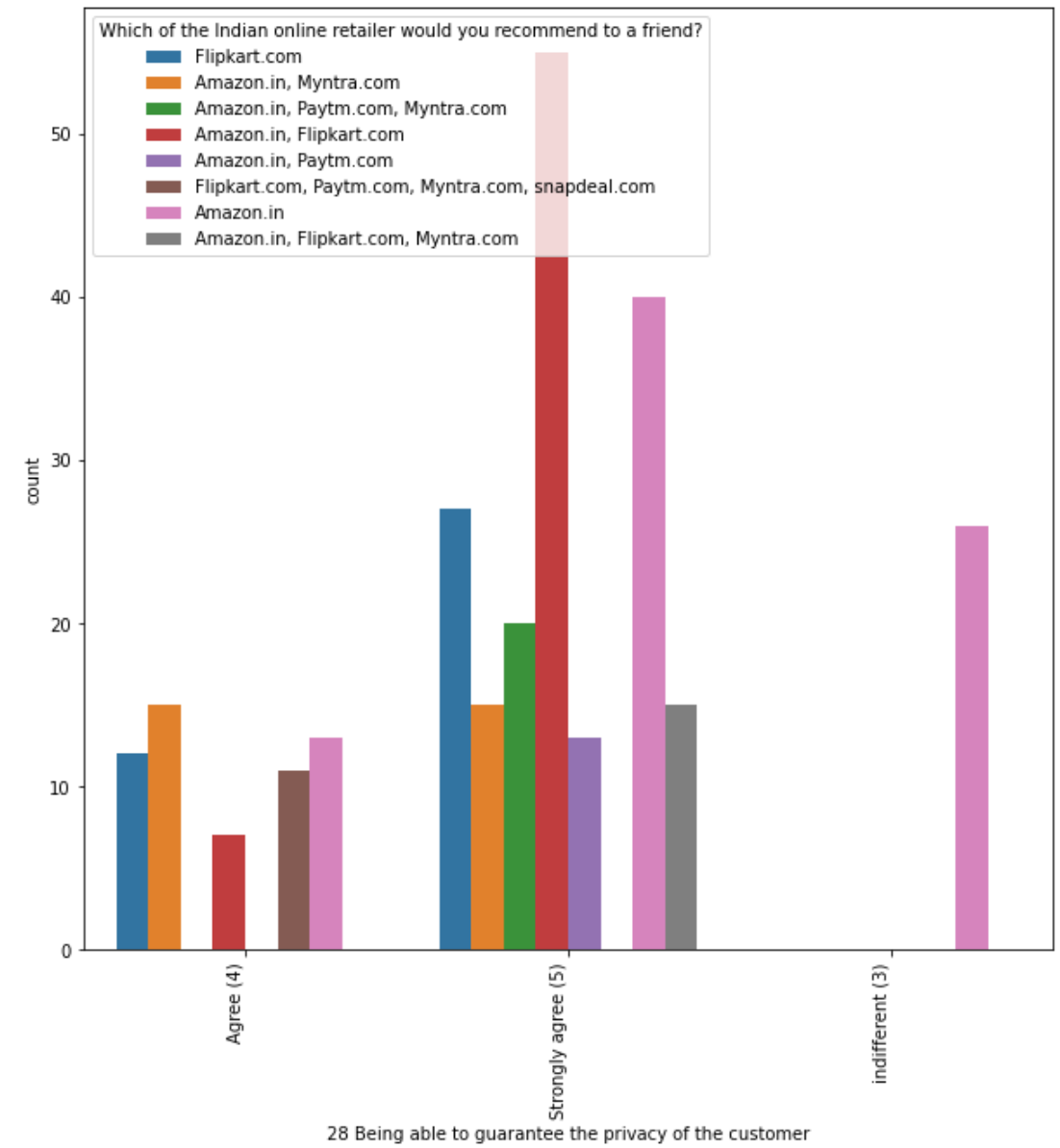
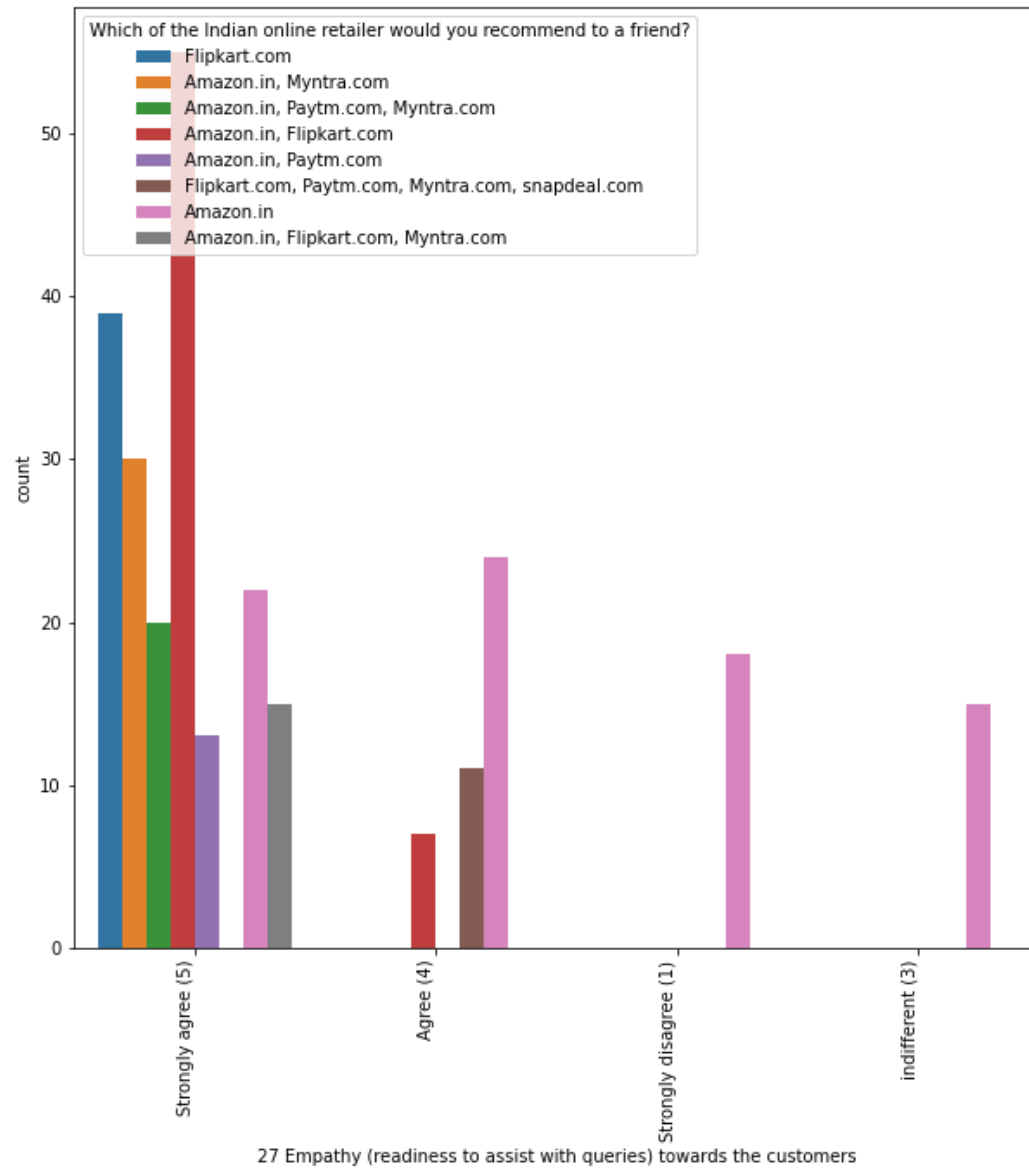
21 All relevant information on listed products must be stated clearly

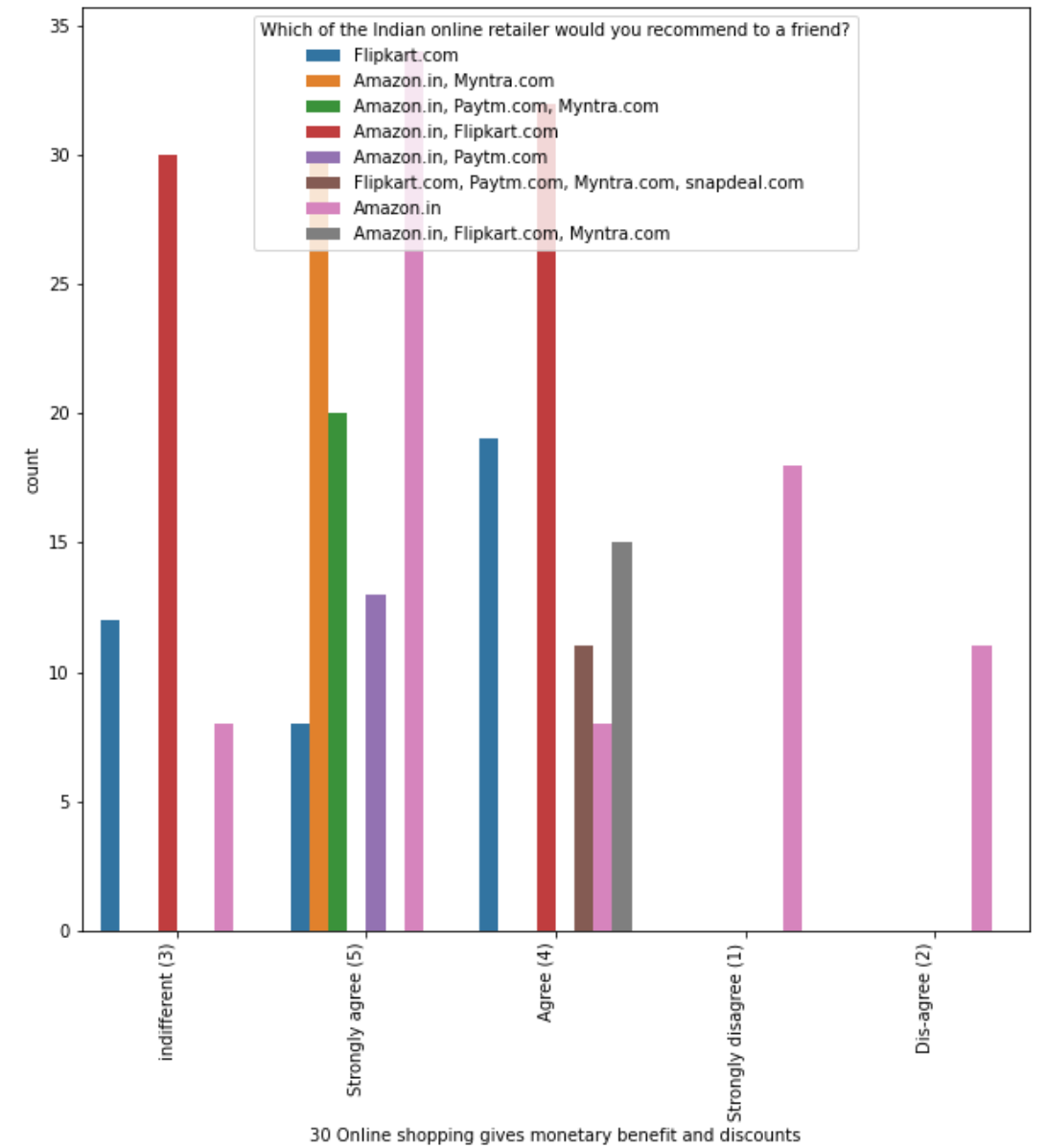
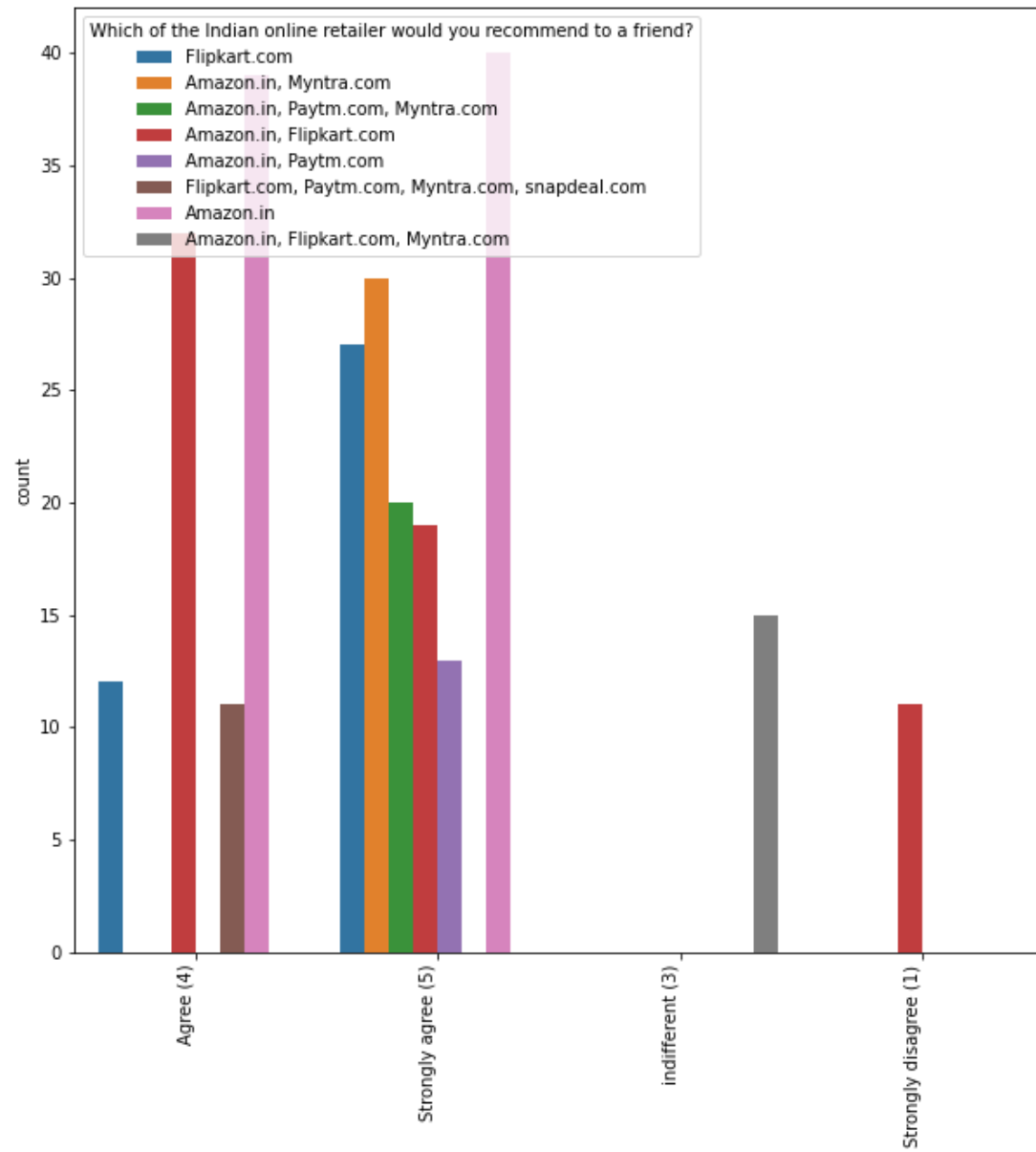


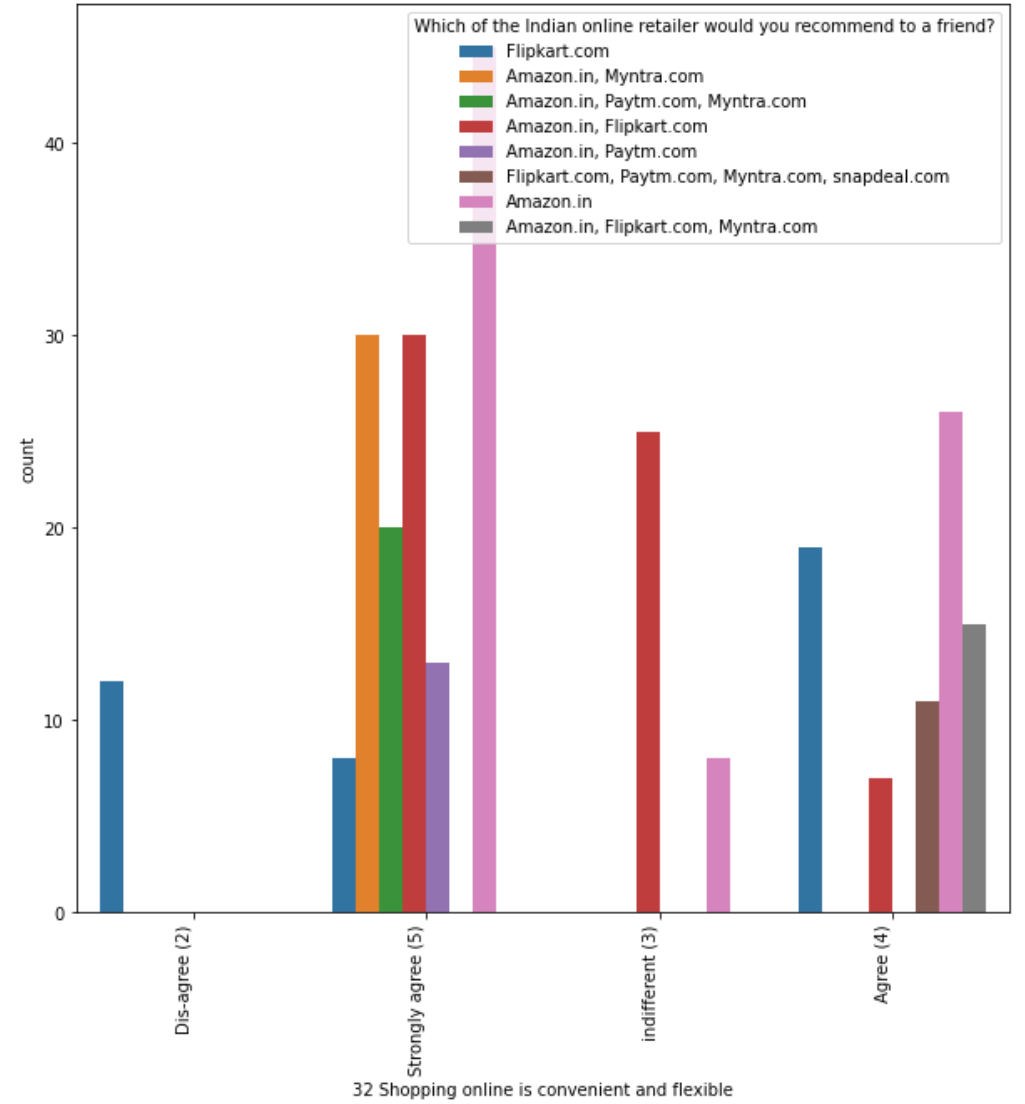
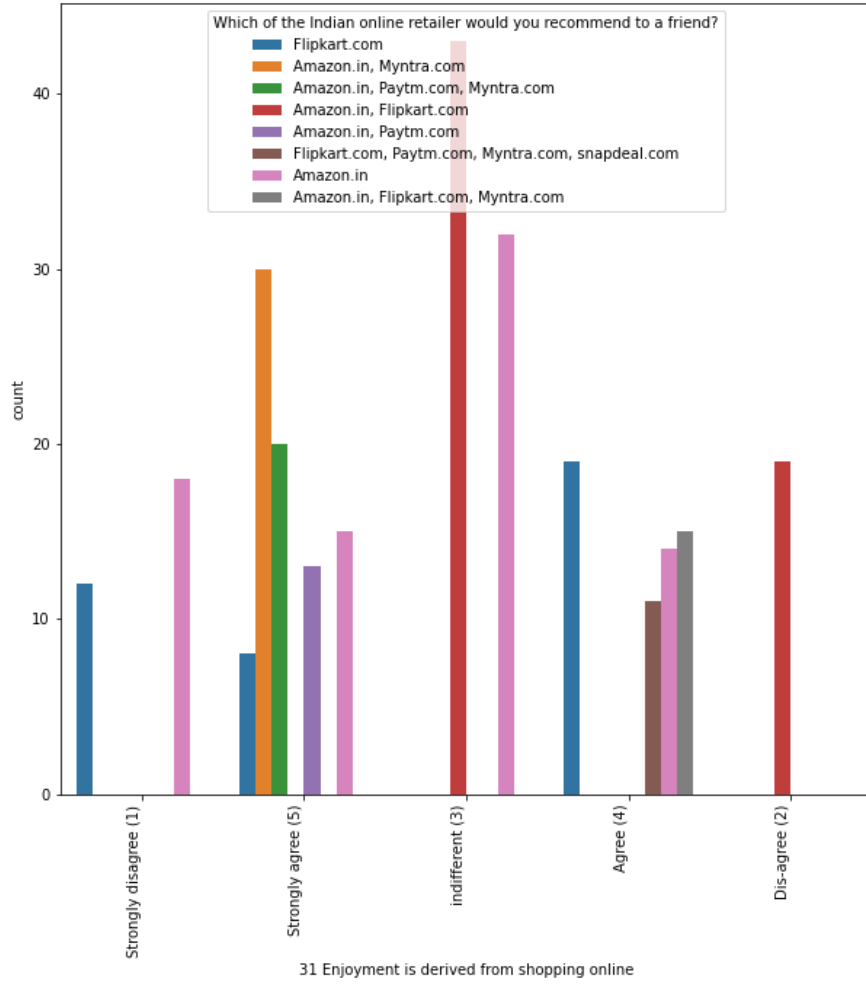
22 Ease of navigation in website

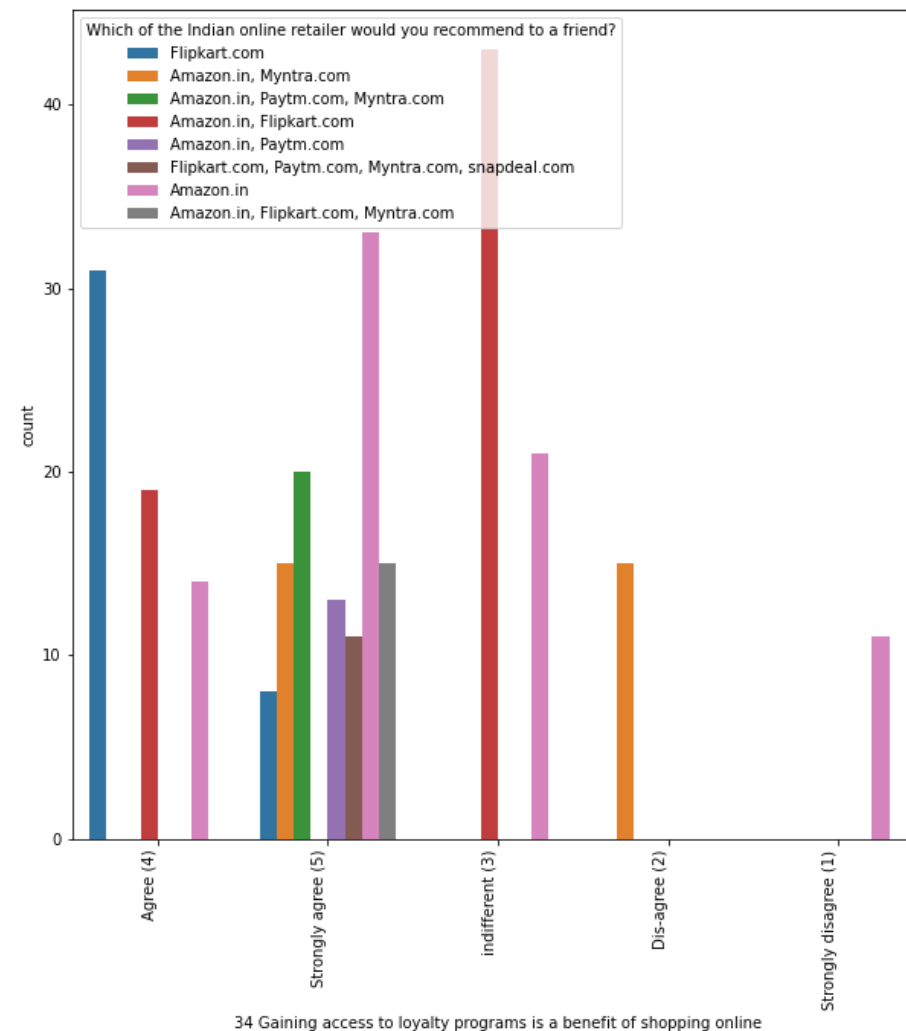
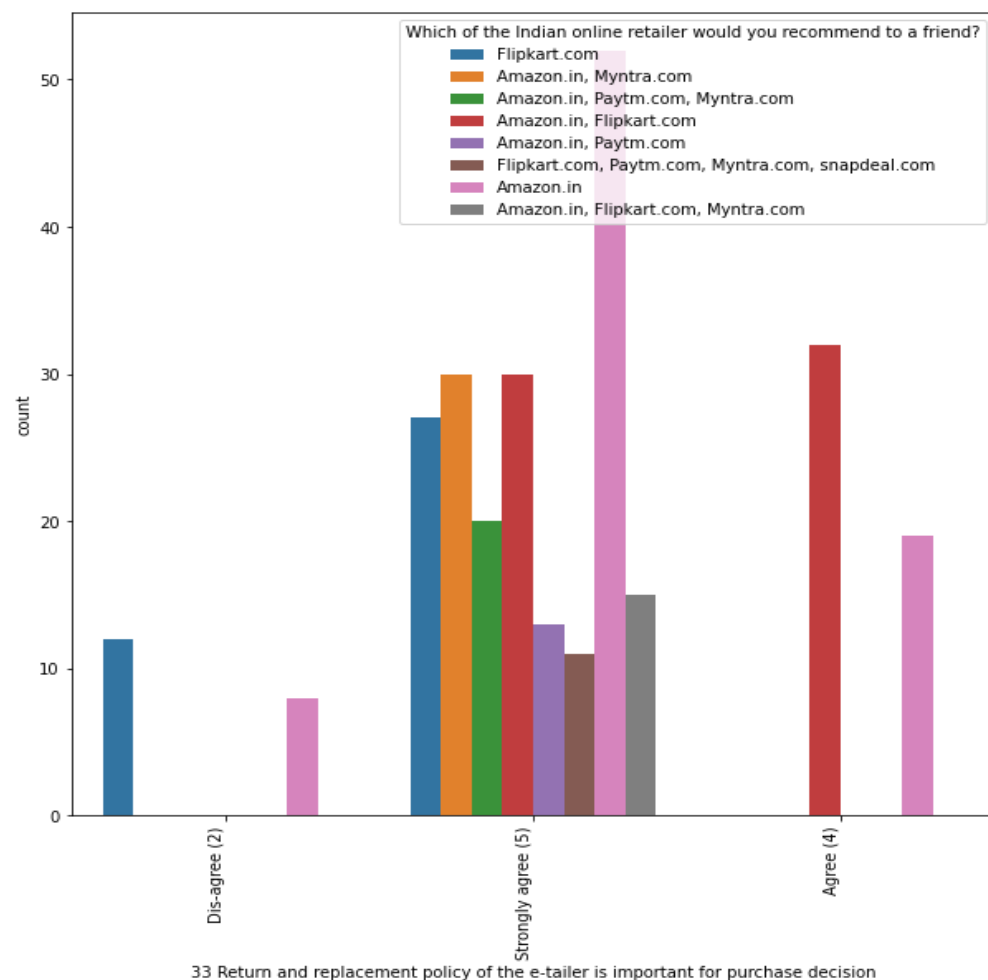


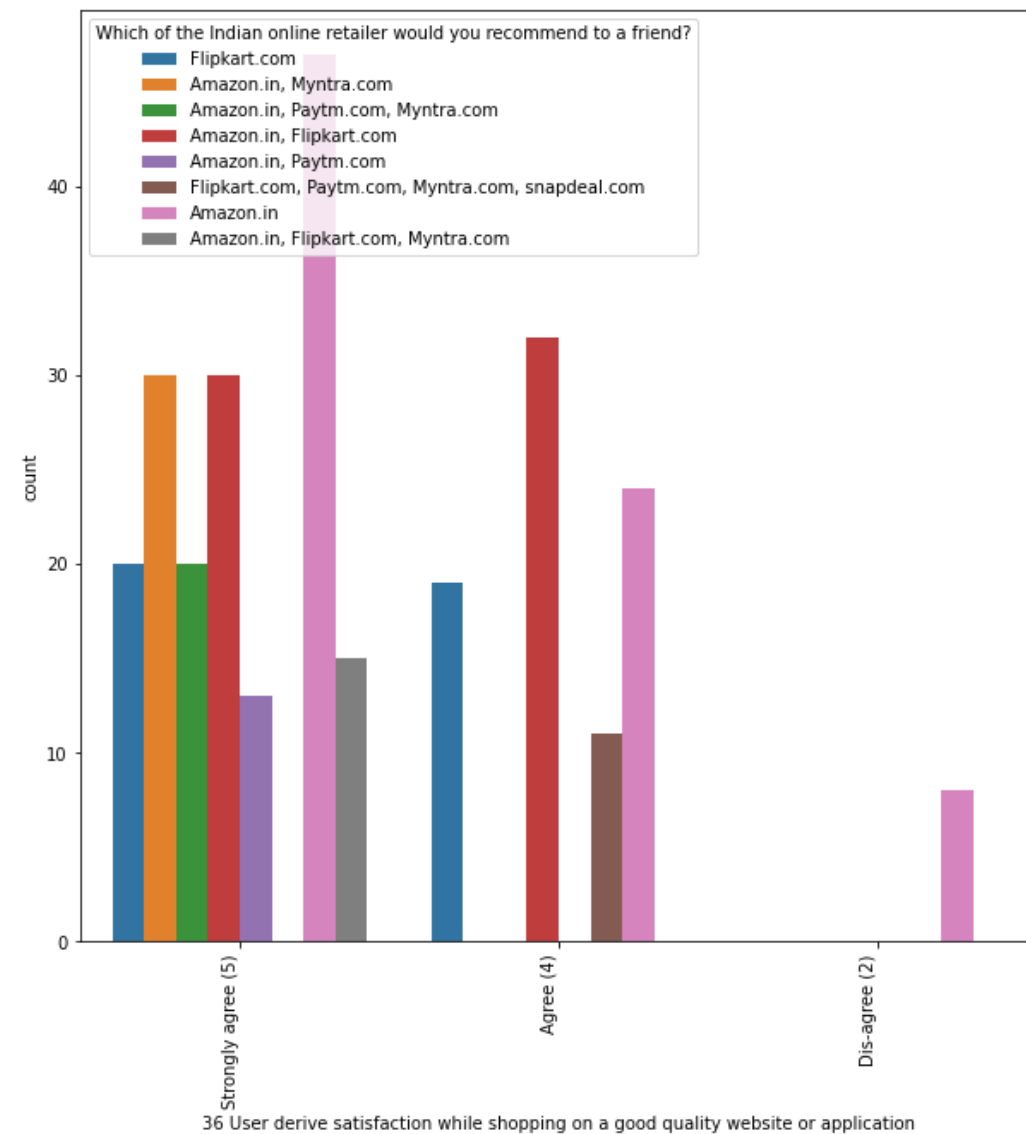
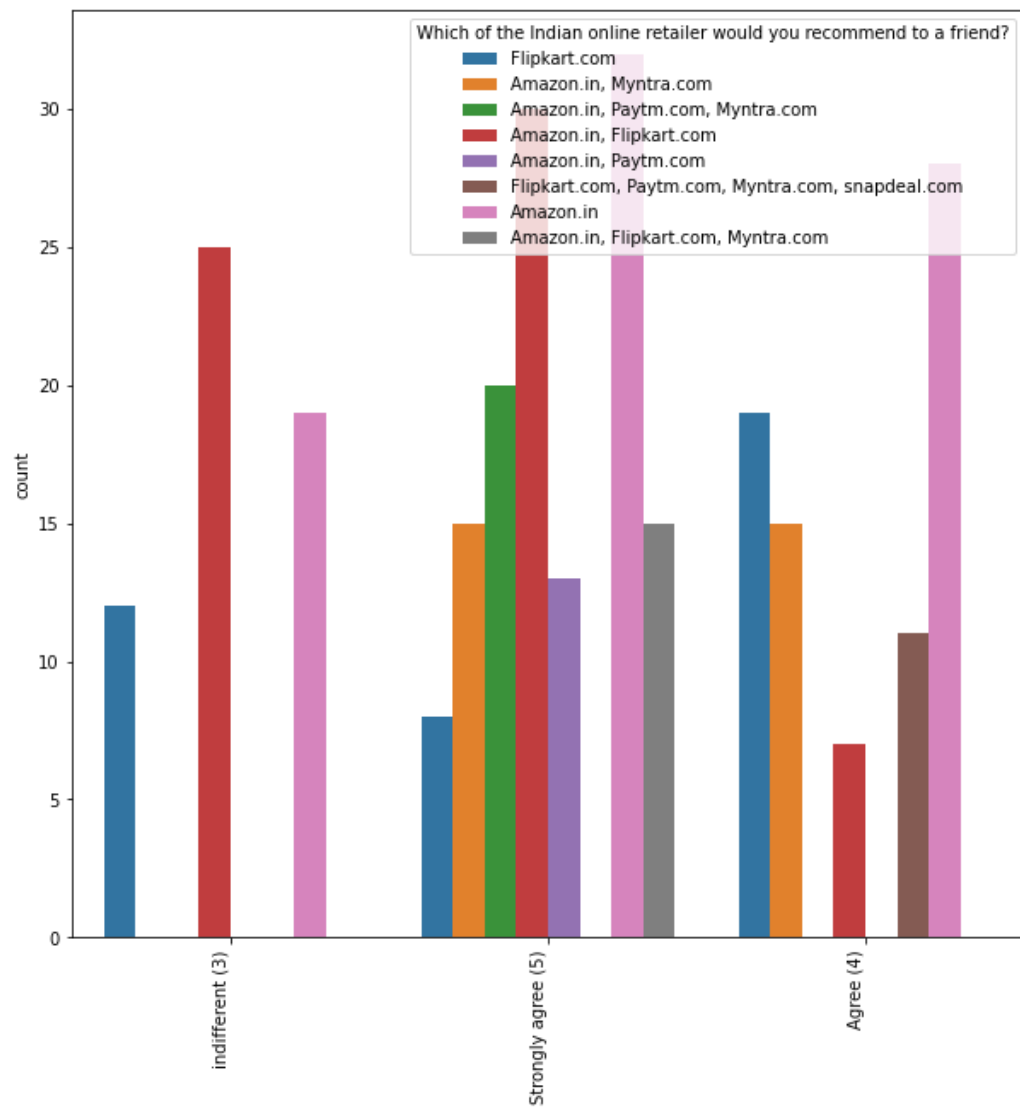


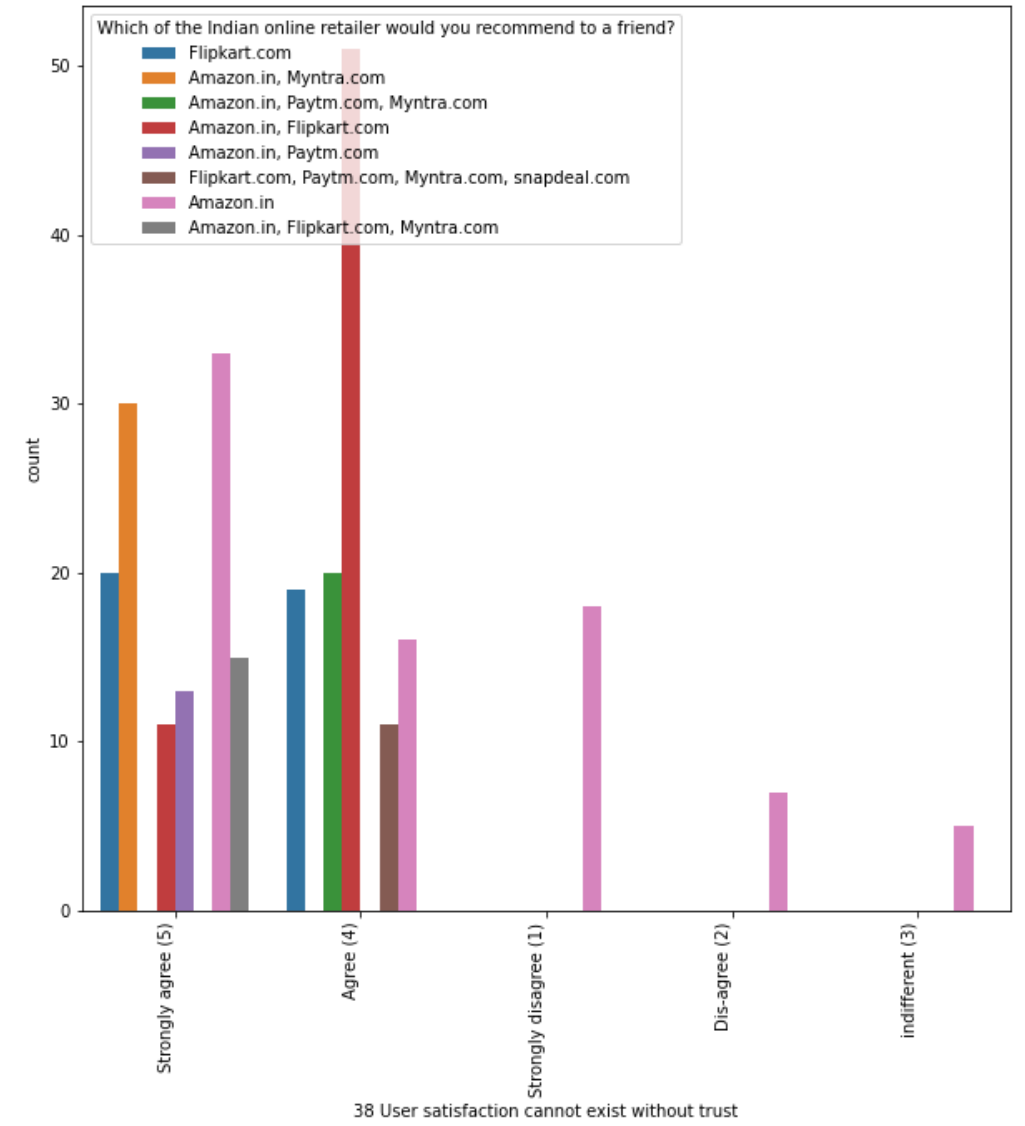
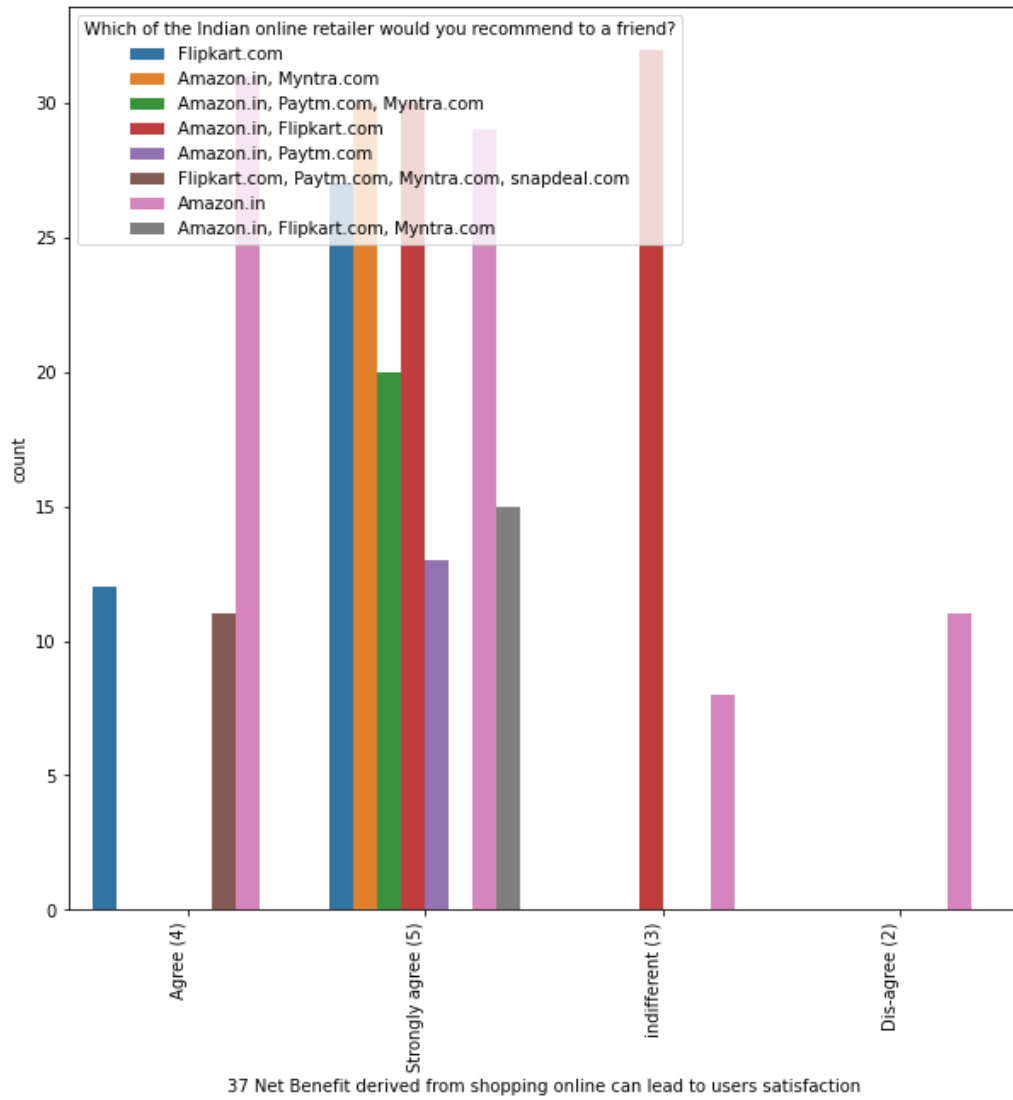


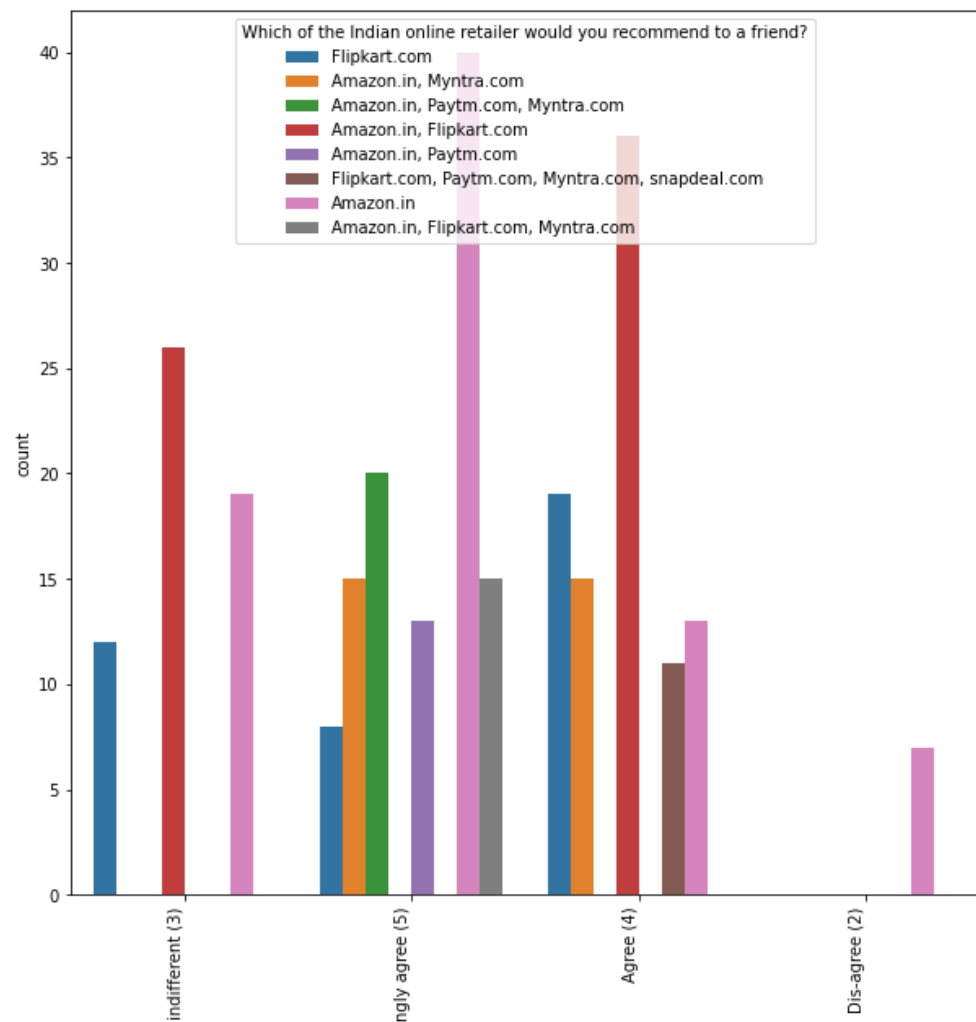




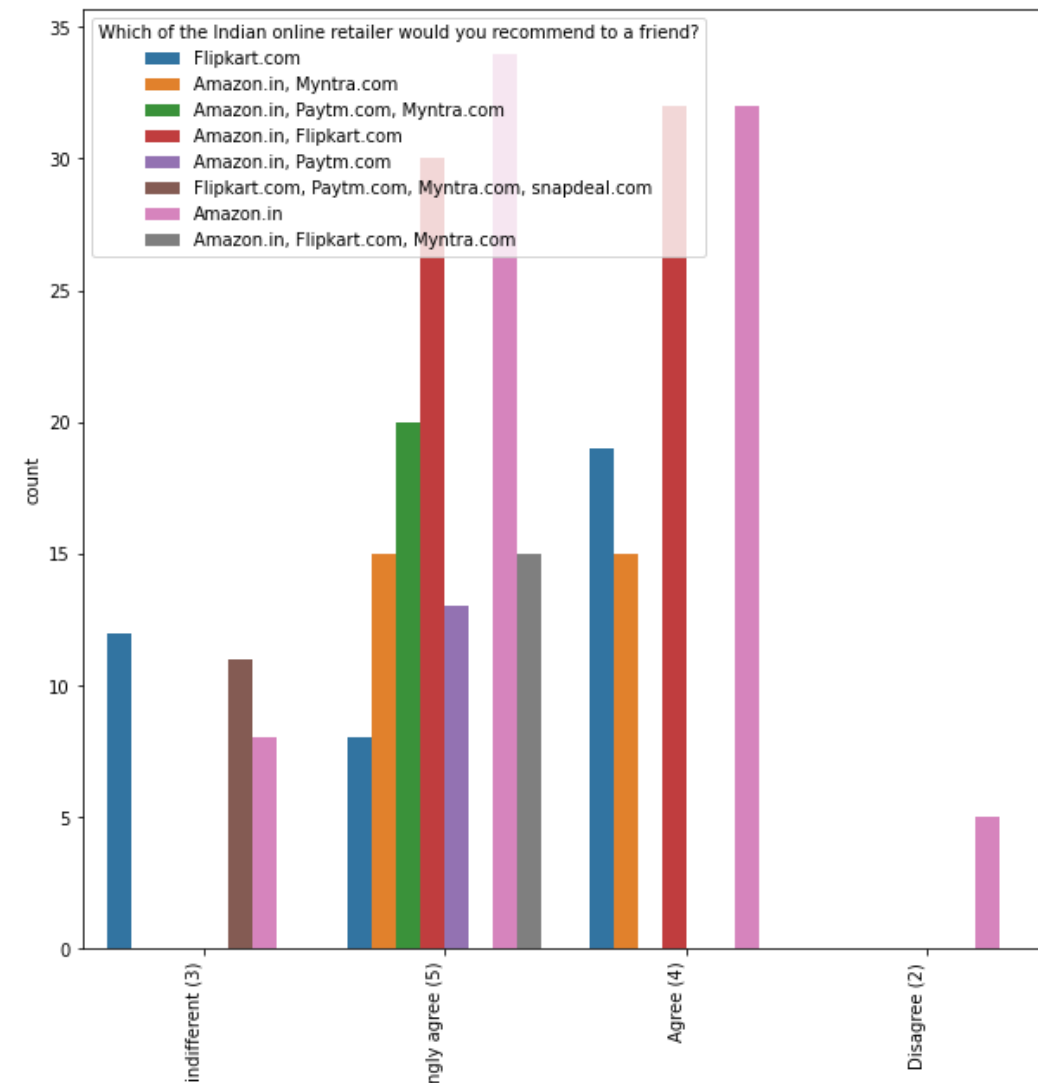




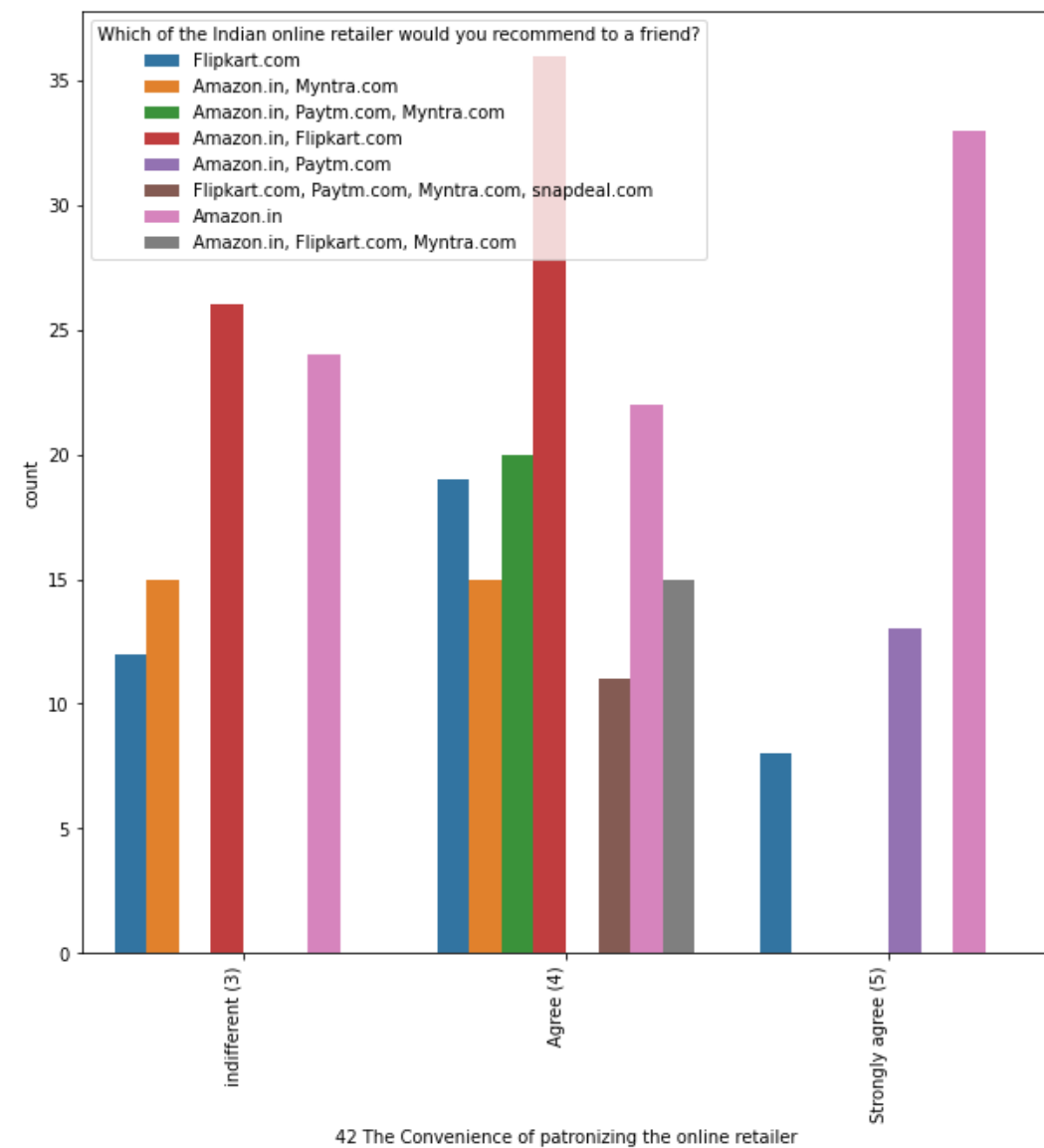
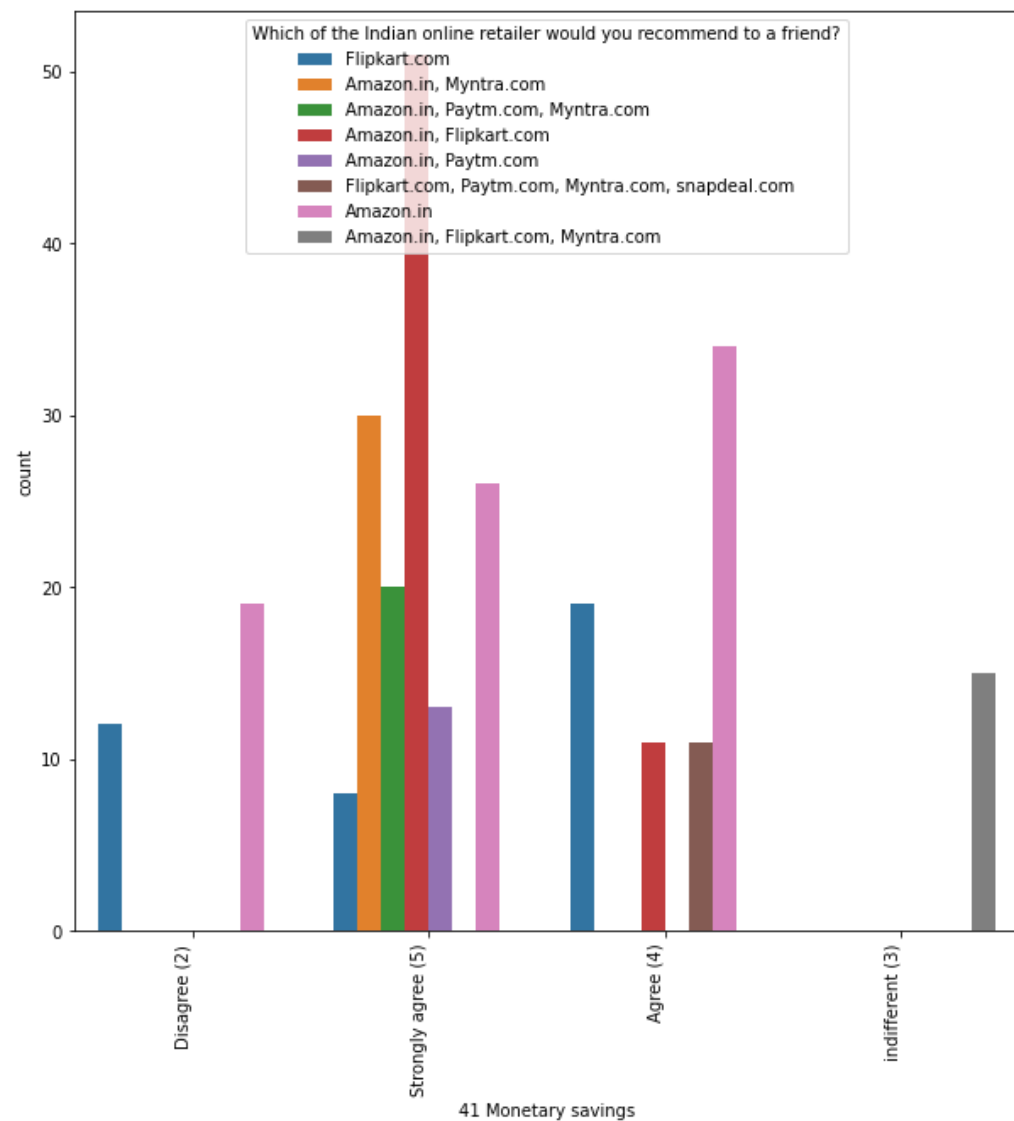


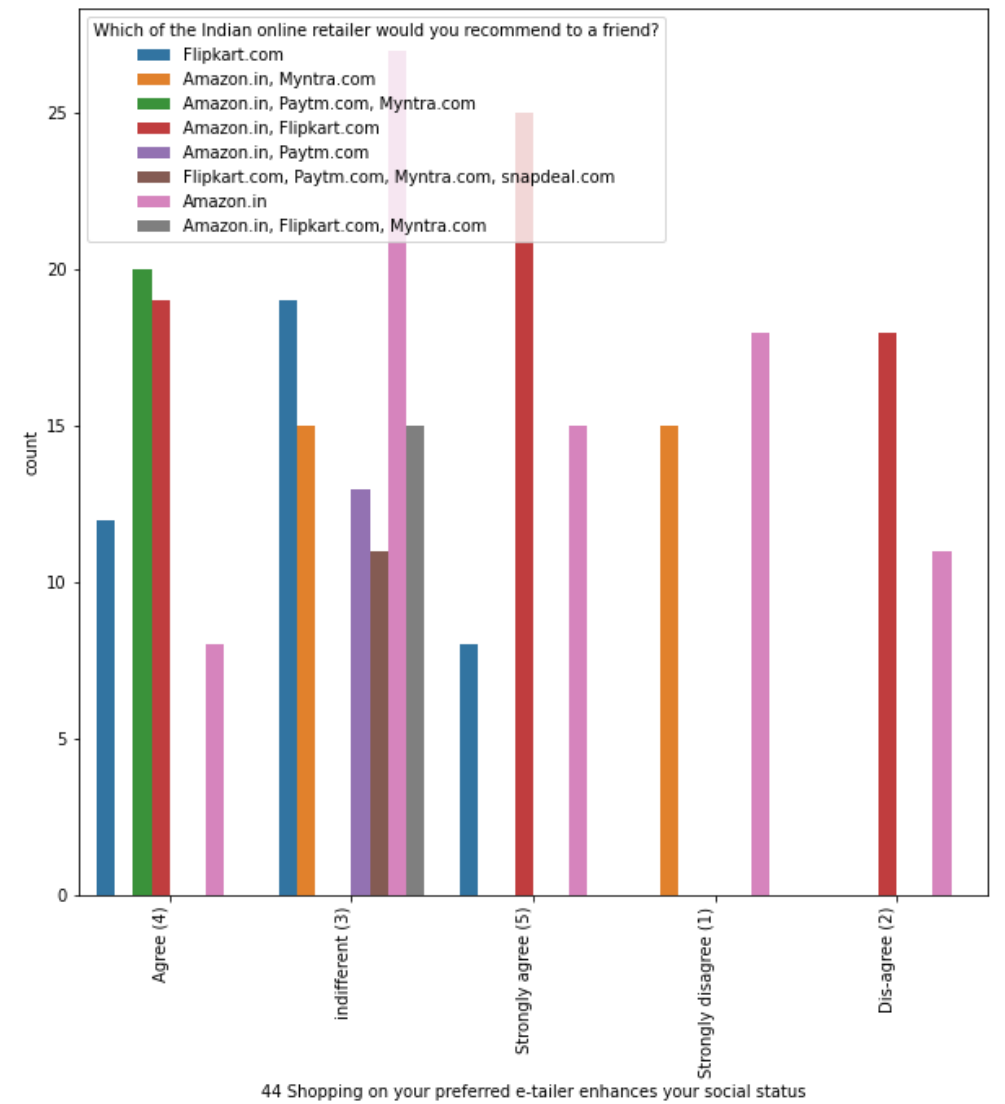
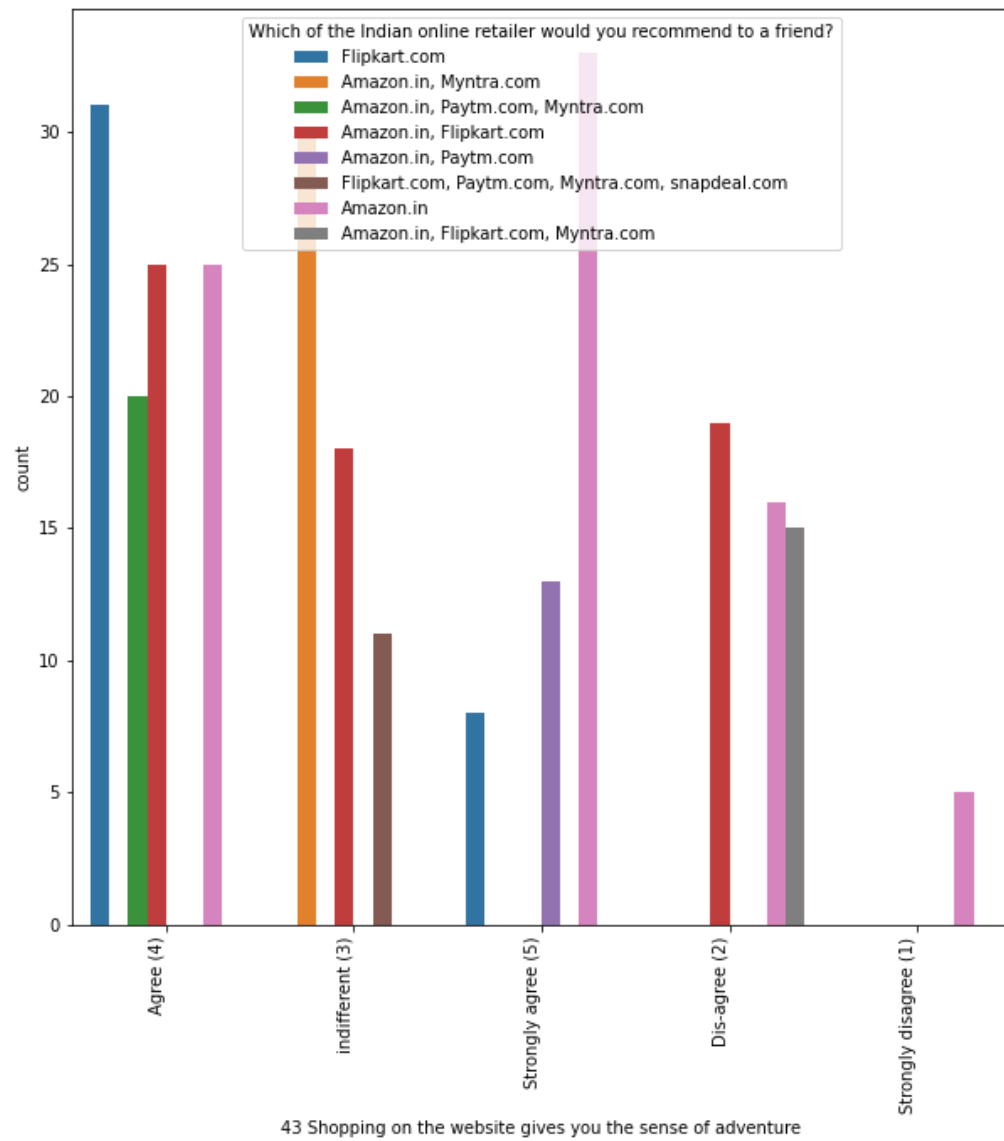


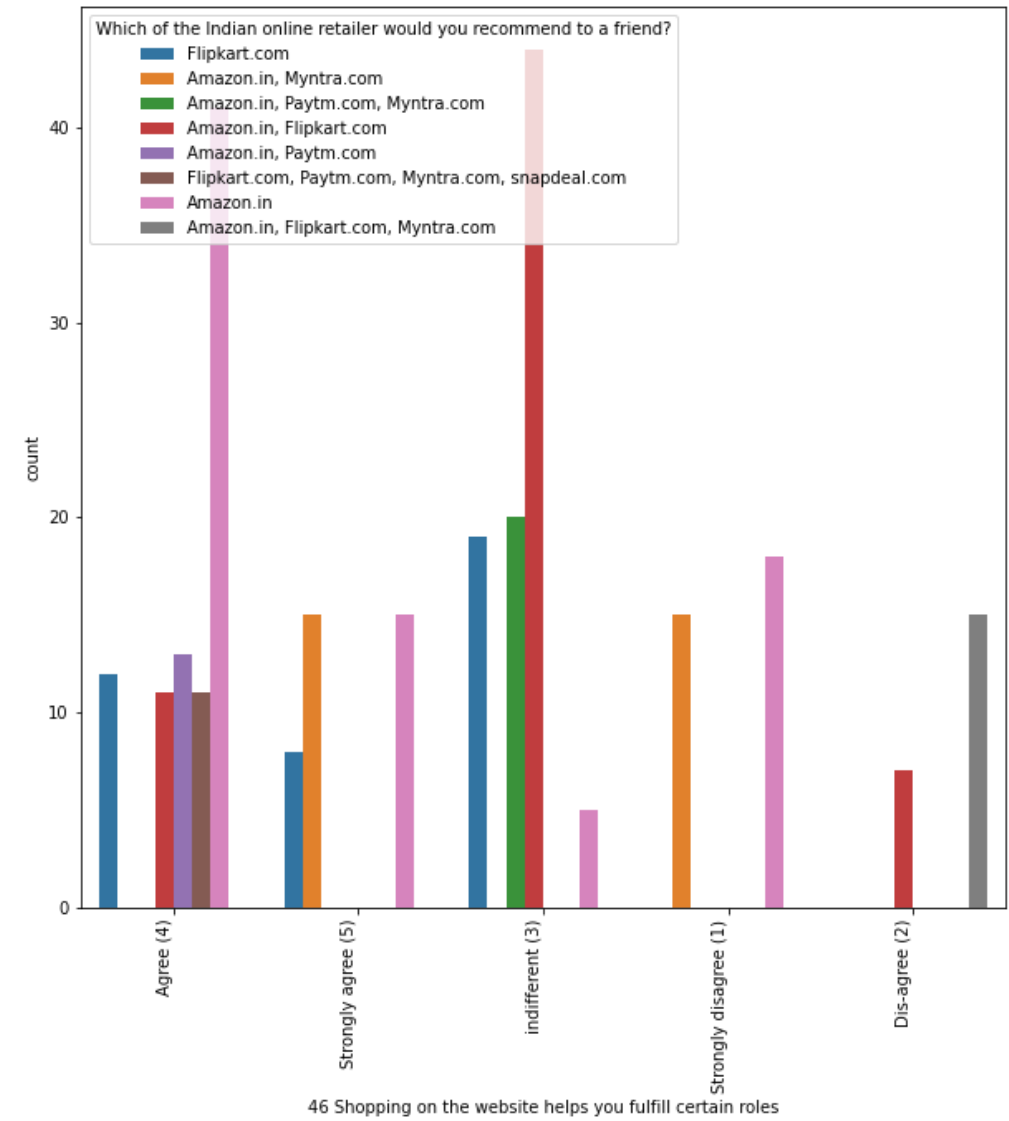
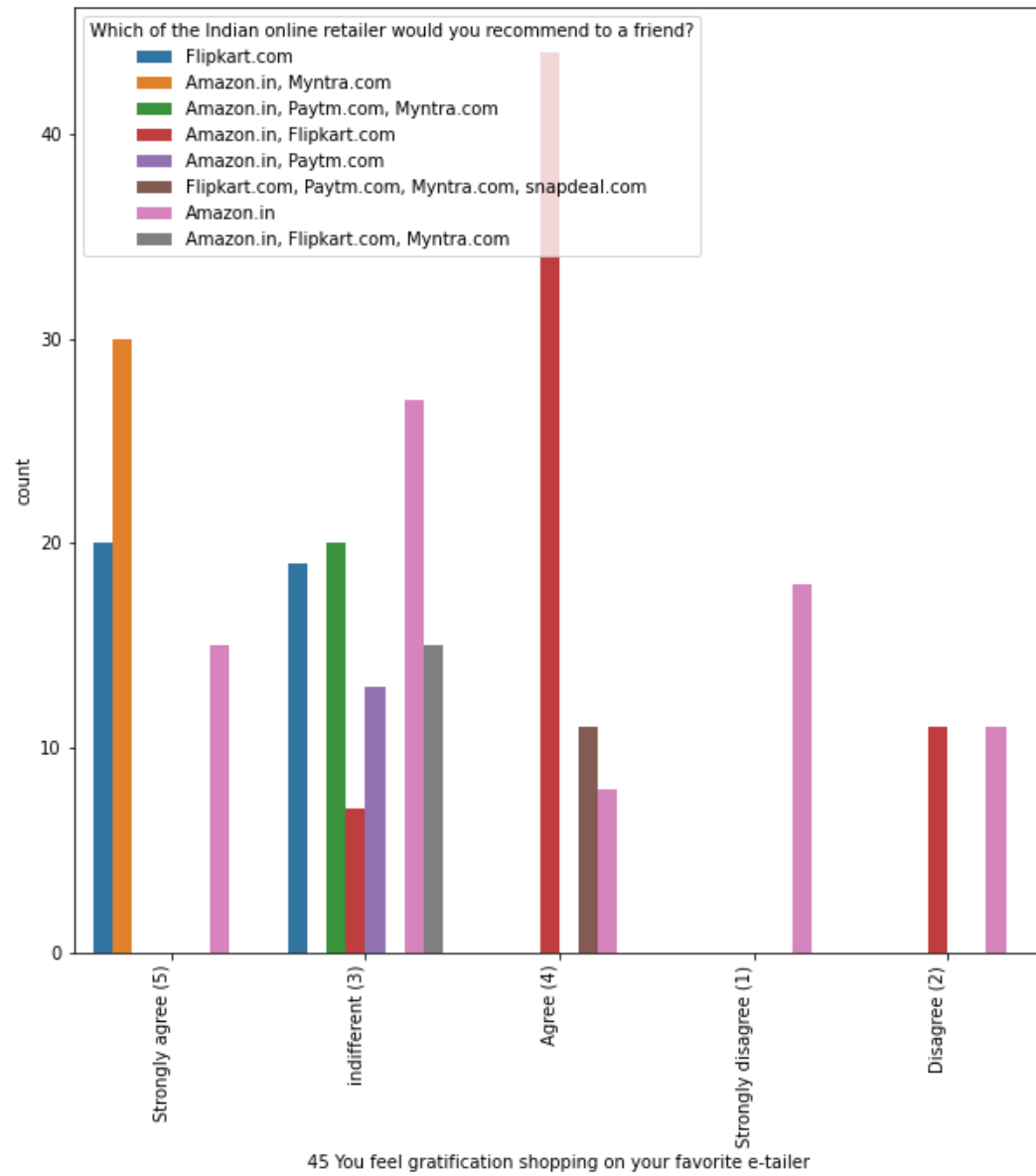
39 Offering a wide variety of listed product in several category

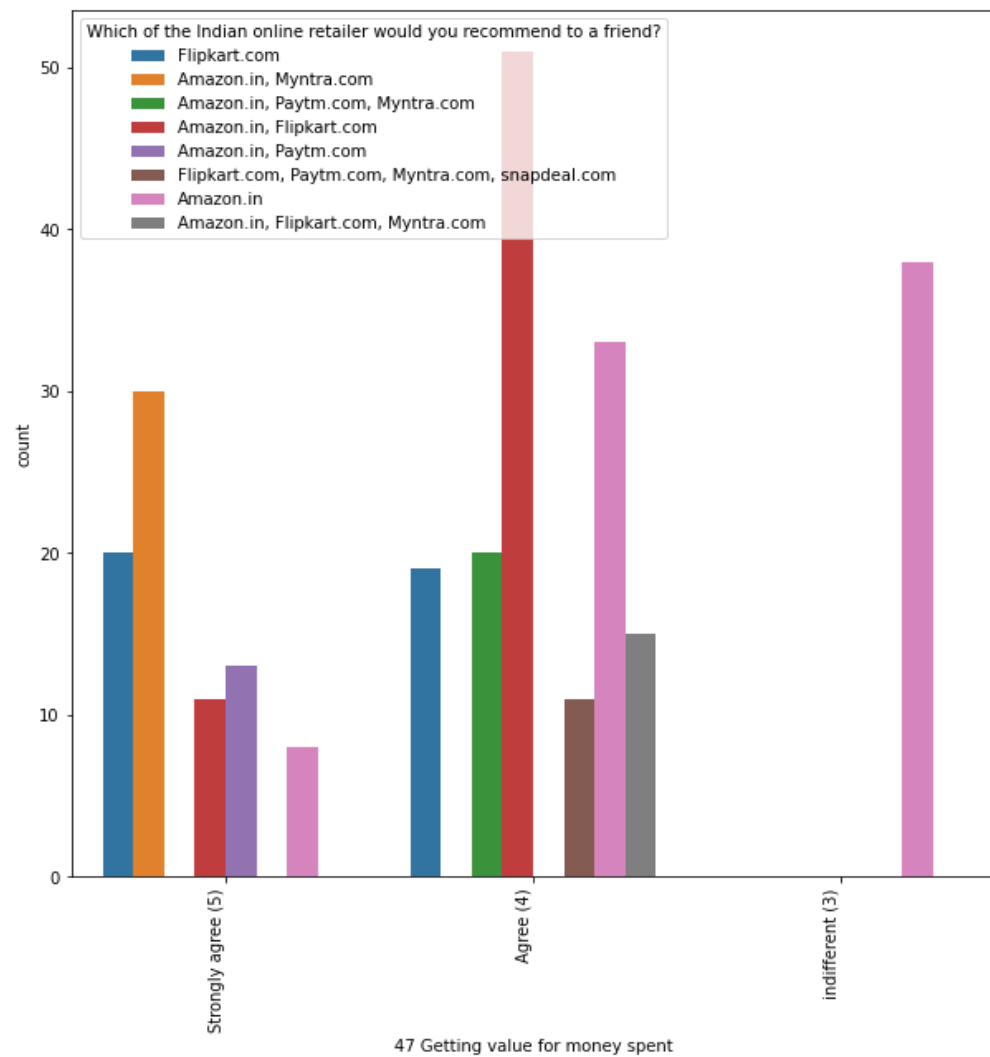


40 Provision of complete and relevant product information









Automatic report Generation

Pandas Profiling Report: http://localhost:8888/view/your_report.html

Dtale: <http://vishal:40000/dtale/main/2>

CONCLUSIONS

- Amazon.in is the most efficient and recommended website among all the ecommerce software's
- People prefer mobile internet for shopping.
- Paytm and snapdeal.com is the longest delivery period among all the ecommerce software's
- Amazon and flipkart have longer logging in time and loading time among all the ecommerce software's
- Amazon and flipkart are available for several payment options and quick delivery among all the ecommerce software's