Strategic Analysis Report: Marketing Efficiency & Sentiment

1. Executive Summary

We performed a comprehensive audit of marketing performance by analyzing 10,000 customer reviews and correlating them with $185,000 in ad spend across three major channels: Influencers, Facebook, and Google Search.

The verdict: The current allocation strategy is inefficient. We are overspending on channels that drive volume but negatively impact brand reputation.

Top performer: Facebook Promotion (high sentiment, low cost).

Critical risk: Influencer campaign (high cost, high negativity).

2. Methodology

To ensure analytical accuracy, we implemented a Python-based NLP pipeline consisting of the following steps:

Text processing: Customer reviews were cleaned by removing stopwords and noise to isolate meaningful themes.
Sentiment scoring: VADER sentiment analysis was applied to score each review on a scale from -1.0 (negative) to +1.0 (positive).
Financial modeling: Key performance indicators were calculated, including Cost per Positive Impression and Wasted Spend, defined as budget spent acquiring dissatisfied customers.

3. Data Insights

A. Customer Voice Analysis

Positive keywords identified across reviews included: Quality, Fast, Great, Love.

Negative keywords included: Broke, Slow, Disappointed, Terrible.

Insight: Negative sentiment is strongly correlated with product durability issues and shipping delays. These complaints originate primarily from customers acquired through the Influencer channel.

B. Channel Performance Overview

b.1 Campaign ID: CAM-FB-PROMO

- Total Spend: $89,965
- Average Sentiment: 0.73 (High)
- Negative Feedback Rate: 6%
- Estimated Wasted Spend: $5,205

b.2 Campaign ID: CAM-SEARCH

- Total Spend: $30,129
- Average Sentiment: 0.64 (Moderate)
- Negative Feedback Rate: 11%
- Estimated Wasted Spend: $3,250

b.3 Campaign ID: CAM-INFLUENCER

- Total Spend: $64,497
- Average Sentiment: 0.45 (Low)
- Negative Feedback Rate: 20%
- Estimated Wasted Spend: $13,184

4. Strategic Recommendations

Recommendation 1: Immediate Reduction of Influencer Campaign Spend
- **Observation:** The Influencer campaign shows a 20 percent negative feedback rate.
- **Action:** Implement an immediate 50 percent budget reduction, resulting in approximately $32,000 in savings. The current acquisition cost of $35 per user is not justified given low customer satisfaction.

Recommendation 2: Scale Facebook Promotions
- **Observation:** Facebook Ads generate the highest customer sentiment score at 0.73 while maintaining a moderate acquisition cost of $17 per user.
- **Action:** Reallocate 50 percent of the savings from the Influencer budget into Facebook Ads to strengthen positive brand equity and customer satisfaction.

Recommendation 3: Operational Improvements in Logistics
- **Observation:** Shipping delays and slow delivery are recurring themes in negative feedback.
- **Action:** Conduct a review of logistics partners associated with Influencer campaign fulfillment. Delivery inefficiencies appear to be a major contributor to customer dissatisfaction and churn.

5. Conclusion

By reallocating budget from low-sentiment, high-cost channels to high-performing, sentiment-positive channels, we project a 15 percent increase in overall Customer Satisfaction (CSAT) and an estimated reduction of approximately $8,000 in monthly wasted advertising spend.