

1. Background

As with many growing businesses, Hannahscloset.ie have identified a lack of real-time business information and quality insights into the company's performance as a major barrier to meeting the above objectives. This project aims to address this by bringing together the disparate sources of data from the strategic, tactical and operational levels of the business. This is in order to provide insights to better aid decision making by the company to meet its financial objectives and facilitate future growth.

A particular focus will be made on improving the customer experience with the business by utilising CRM (Customer Relationship Management) systems to monitor all the customer "touch points" with the business. The application of Business intelligence and Business analytics tools will facilitate the establishment of metrics to measure current performance and insights to identify opportunities for improvement.

Integration of Microsoft Power BI and Hannahscloset.ie's website analytics will enable business to analyse the website's performance while also bringing in data from other sources, internal and external, such as our company Enterprise Resource Planning (ERP) system or even Wikipedia and Data.gov.ie. All this will give a more holistic view of the websites performance and help identify patterns and relationships that will present new opportunities for the business.

2. Data capture and other data points

The main data collection point will be the Hannah's Closet website, as this is the main point of contact with our customer.

The performance of the website will be measured by Google analytics. This data will then be integrated with the Power BI platform for analysis.

The Data Points are classified below:

1) Gain insight into (potential) customer behaviour: Data collected from website visitors

To understand user behaviour and potential target customers, data will be collected from the website 'hannahscloset.ie'. Website data will be gathered via Google Analytics using Google tags, and then will be integrated with Power BI for further analysis. In accordance with data privacy regulations, the site's first page will display a banner informing visitor that cookies are used for marketing purposes. Banner creation will be guided by the following regulations.

- General Data Protection Regulation (Ireland)
- UK GDPR (Northern Ireland)
- The Privacy and Electronic Communications Regulations (PECR for Northern Ireland)
- Data Protection Act 2018 (Ireland)

-

Data point	<ul style="list-style-type: none">• Type of visitor (New or Returning visitor)
------------	--

	<ul style="list-style-type: none"> • Visiting day (weekend or weekdays) • Device type (Desktop, Mobile or Tablet) • Type of visiting page (informational page or product related page) • Average session duration • Site visitor's location (Region) • Visiting month • Traffic resource (Google, social media, email campaign, Direct, Paid ad)
--	---

2) Analyse CRM data to understand user voice

To understand the user's voice, CRM data will be captured in three aspects - customer survey after purchase, welcoming email containing discount coupon for new members signing up and customer online reviews in Trustpilot.ie. In addition to capturing data and automating CRM processes, HubSpot will be used and then, it will also be integrated with Power BI for analysis.

A HubSpot automation will be set up for customer care, and users will receive a welcome email with a relevant discount coupon after signing up for the website. Data will be collected based on three user behaviours:

- 1) open rates
- 2) Click- through rates
- 3) Click to open rates
- 4) Unsubscribe rates.

The customer can also request any inquiry via the customer call back service. Following the call back service, customer will be able to rate the service level of this call. It will be measured on a scale of 1-5 (where 1 is very dissatisfied and 5 is very satisfied). HubSpot call tracking software will also track this for evaluation and then integrate it into Power BI later.

Lastly, the customer review data in Trustpilot.ie will be measured to understand customer needs and feedback.

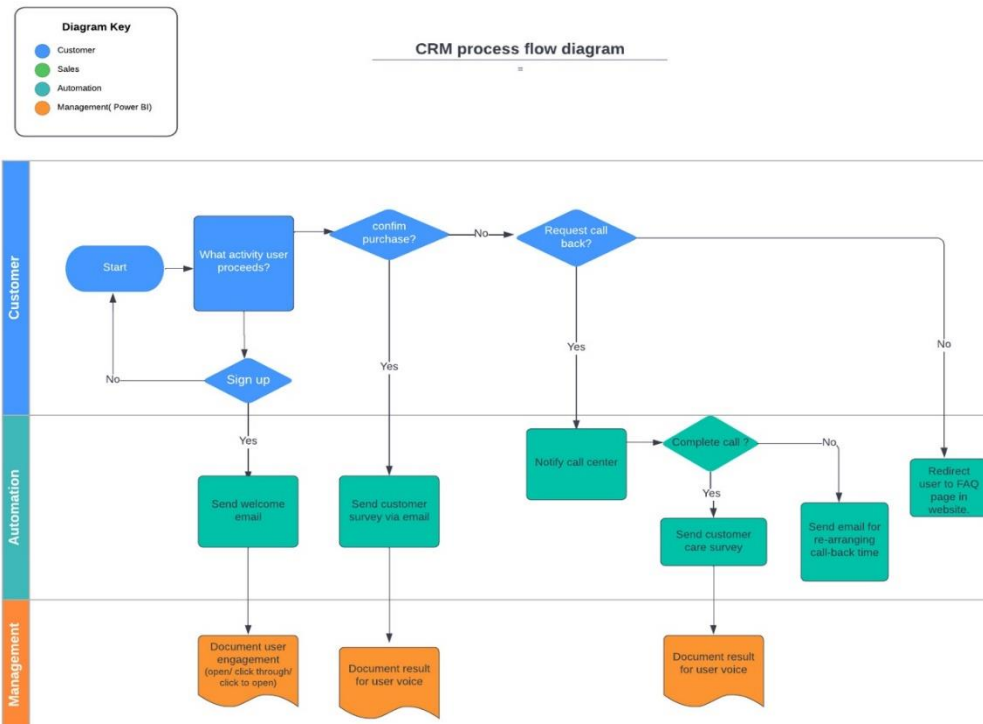
Data point	<ul style="list-style-type: none"> • Customer satisfaction score • Net Promotion Score • Customer review data (age, rate, review text, product type for review) • Welcoming email (receive/ open email/ click) • Number of prior purchases • Age (10's, 20's, 30's, 40's, 50's, 60's, 70's)
------------	---

3) Integrating customer data and customer information into Power BI

The integration of customers and customer data will take place in three stages. First, during a (potential) customer's site visit, Google analysis will capture the potential customer's data and this data will be integrated with Power BI for site traffic analysis. As a second step, HubSpot will capture customer CRM data and integrate it with Power BI. Finally, sales data will be gathered directly from the website and exported to Power BI for further analysis.

- Data should be captured under best practice guidelines. Customers must consent to "Cookies" on entering the website for their data to be processed to gather information regarding the customer. As Hannah's Closet is a company based in the republic of Ireland and is required to abide by GDPR.
- A CRM system will be used.
- Defining CRM: A CRM gathers customer interactions across all channels in one place.

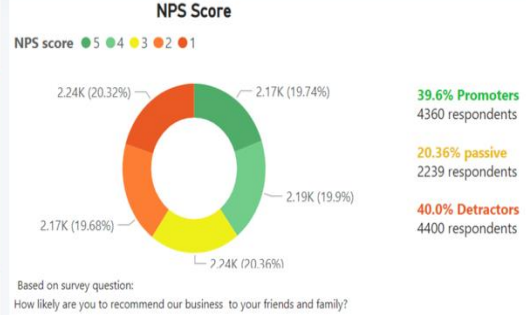
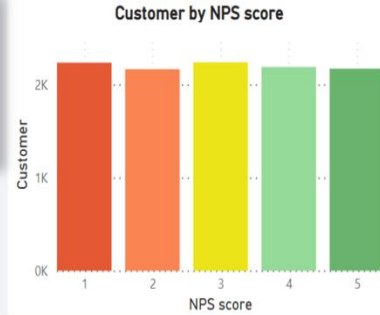
The following channels will be utilised to gather data: company's website, Trust Pilot reviews, Company's Social Media Accounts (Instagram, TikTok, Twitter).



2. Dashboard overview

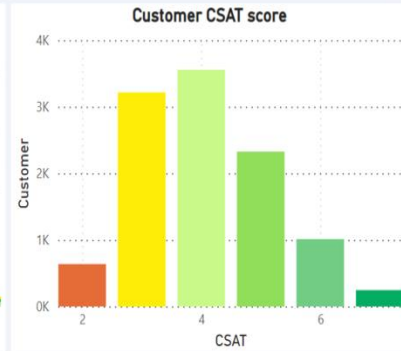
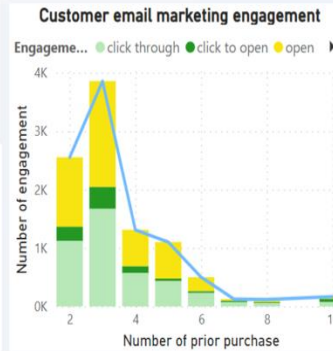


Hannah's closet Customer survey data 2021



11.00K
Total Engagement

- click through
- click to open
- open



3. Business insight

1) Customer review



Insight summary

- Overall, Top and dress are the two main products type that customer mentioned most in their review. Hence, marketing focused on dresses and tops is recommended.

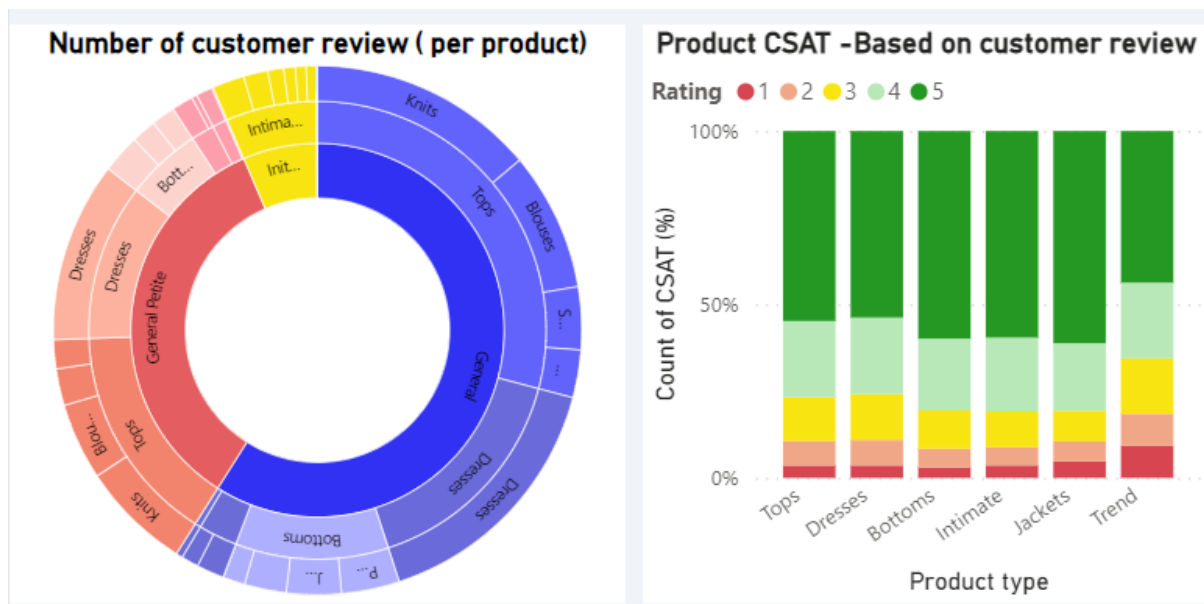
- Tops and dresses are the most reviewed product types across all age groups. Regarding their reviewed product type, there are no significant differences based on age. It is therefore recommended to use those two products- tops and dresses- as main product types for marketing, such as showcasing them on the website's first page to increase CTA (call to action) rates.
- Most customers share positive experiences with products. It is therefore recommended that Hannah's Closet continues to feature customer testimonials on its website for the purpose of enhancing the business's online presence. Giving incentives to customers who leave reviews of their purchases could also improve data quality by increasing the number of customer reviews (improving sample size).

2) Product type and product review rate (CSAT) analysis

Since this CSAT score rate ¹data is only measured from active customers who leave reviews online, this report refers to them as 'active customers'. In general, it is understood that most active customers are satisfied with the products they purchase. Based on the analysis, the positive product customer satisfaction rate (rate 4 to 5) ranges from 65% (product type: Trend) to 70% (product type: Bottom) for each product.

According to CSAT scores (rating 4 and 5) among six product types in business, 1) bottoms, 2) intimates, and 3) jackets have higher positive ratings. Comparatively, 'Trend' products receive the most negative and neutral feedback from active customers (rating 1-3). Approximately 34% of customers leave negative feedback on the 'Trend' product type.

¹ This paper contains two CSAT datasets. The CSAT scores in topic 2- Product type and product review rate (CSAT) analysis - are gathered from active customers who leave reviews on the Trustpilot website. Second CSAT dataset is gathered from customer survey, which is available to all customers who purchase products. Second dataset is analysed in topic 4- Customer NPS (Net Promoter Score) and CSAT (Customer Satisfaction) score.



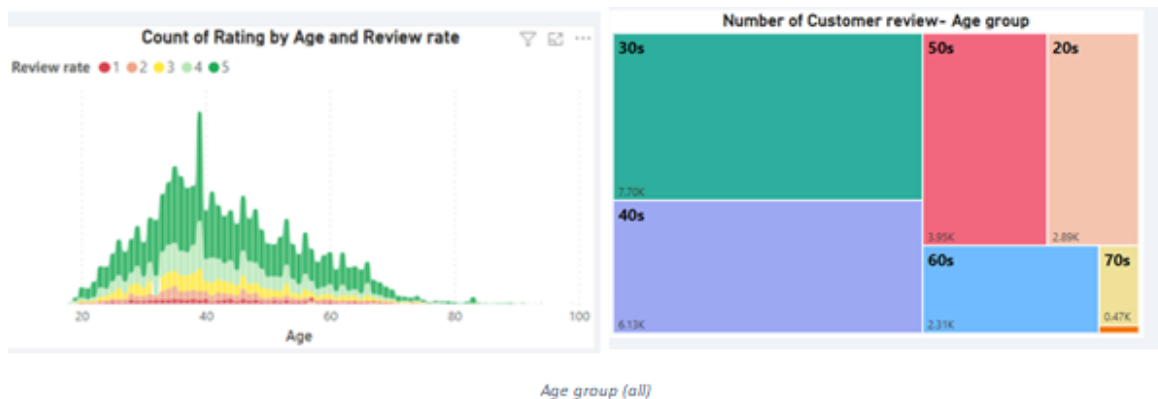
Insight summary

- Based on the CSAT ratio of 4 to 5, most active customers (customers who leave product online reviews) across product types are satisfied with the product.
- The highest CSAT ratios (counting rates 4 and 5) are found in bottoms, intimates, and jackets. Therefore, benchmarking those product groups and gathering customer insights is beneficial for improving other products' customer satisfaction. Particularly for product types with lower scores. Also, putting SEO effort into keyword related products- bottoms, intimates, jackets- is suggested. Hannah's closet can cultivate positive reputations in organic web search by using this strategy.
- The review of 'trend' product types is also recommended. The 'trend' product type is rated negatively by a greater percentage of active customers than other products. Therefore, further qualitative analysis is recommended to determine the underlying causes of this customer feedback.
-

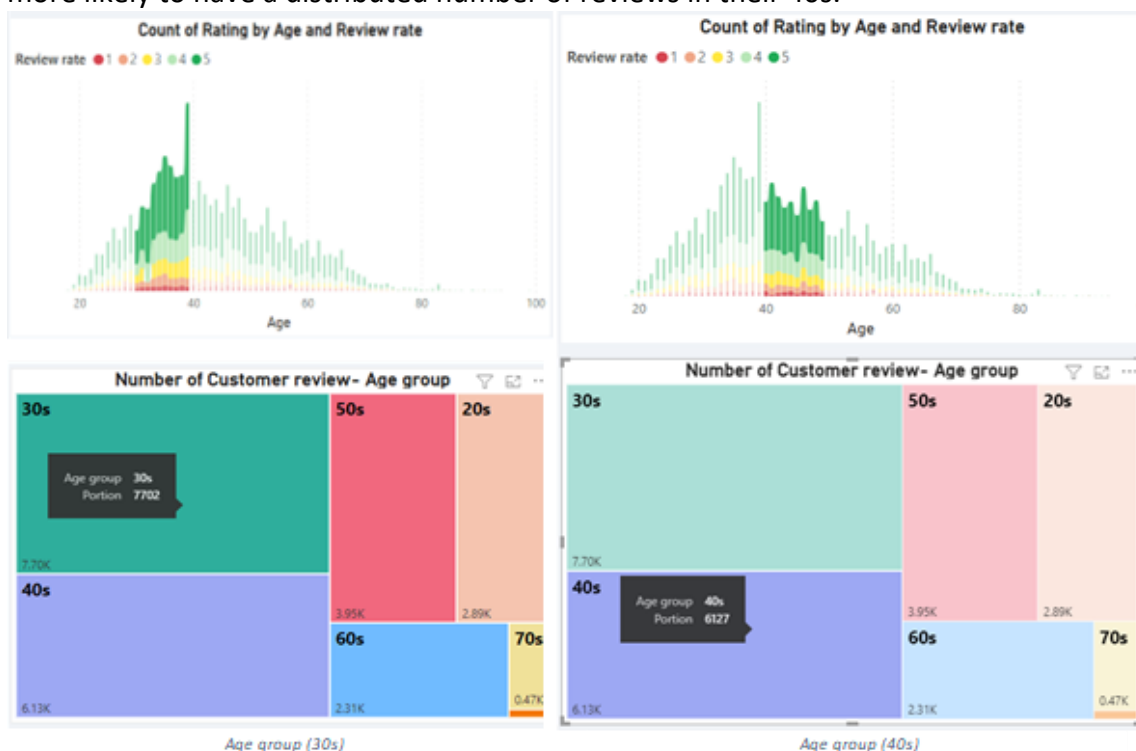
3) Age and product review rate (CSAT) analysis

In general, the distribution of rates 1 to 5 is similar across all age groups. Across all age groups, rating 5 is the most common, while ratings 1 and 2 are the least frequent. Most of Hannah's closet's active customers across all age groups have had positive experiences with the company's products, as indicated by the high number of ratings 4 and 5.

A key finding is that the 30's are the largest age group of customers who leave reviews after their purchase (7702 reviews). Over all ages, 39-year-olds leave the highest percentage of positive reviews (rate of 4 to 5).



Second largest portion of reviews are from age group 40's (6127reviews). Within the age group 30's, the number of reviews increases from mid-thirties to late thirties. However, it is more likely to have a distributed number of reviews in their 40s.



Insight summary

- Most of the customer reviews are written by people in their 30s to 40s. Those are the active customers who provide positive feedback and reviews. Keeping positive relationships with those age groups and considering them as important customers will contribute to the online presence and reputation of the business.

4) Customer NPS (Net Promoter Score) and CSAT (Customer Satisfaction) score

According to the Customer NPS, each NPS score is not significantly different from 1 to 5. Nearly 40% of the total NPS data fall between 1 and 2. NPS rates measure how many

customers are willing to recommend a business to others, which drives growth opportunities for businesses. Considering the purpose of the NPS measuring, Hannah's closet 2021 customer NPS result indicates that 40% of the customers rate 1 or 2, which is classified as a detractor.

Additionally, the CSAT score ² shows that most of the customers are in the negative or neutral range of customer satisfaction. It has been reported that approximately 67% of customers have had a negative experience with a business (rate ranging from 1-4). In customer surveys, less than half of customers (about 33%) respond positively.



Insight summary

- By considering Financial Sales data dashboards together, discount coupons can possibly influence customers to buy the product. It does not, however, contribute as much to positive customer experiences or a business's potential growth as one might expect. According to customer survey results, about 67% of customers have a negative experience with business (CSAT score 2-4). Therefore, it is recommended to re-evaluate marketing strategy regarding discount offers.

5) Customer engagement (email marketing)

To measure new customer engagement with the business, welcoming email marketing results are measured. A welcome email with a link to a discount coupon is sent to customers when they join the website Hannah's closet. The link to activate a discount code is found at the end of an email when a customer opens it and reads it. Once customer click the link, it re-directs customer to Hannah's closet website and relevant coupon code is shown.

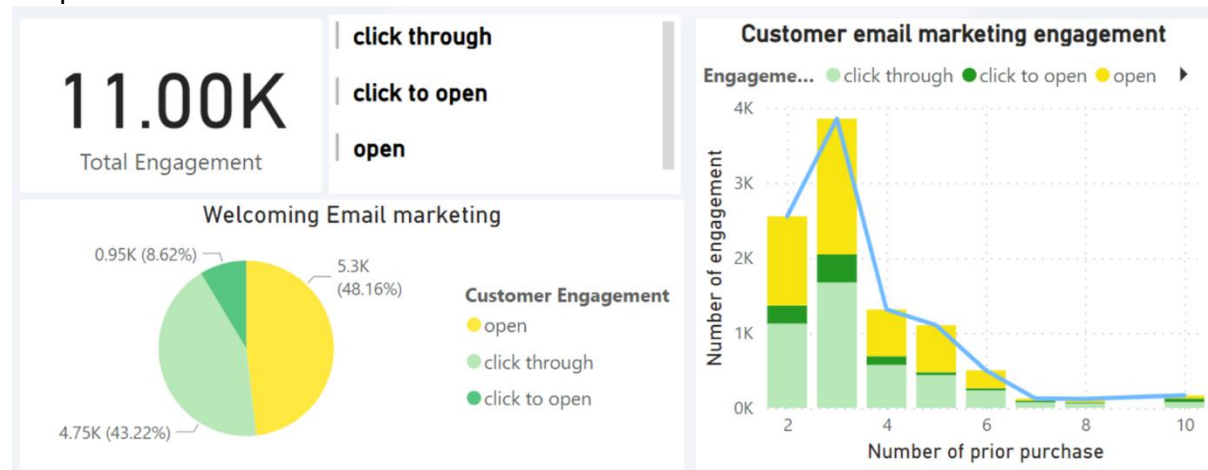
As a result of the welcoming email marketing, 11,000 new customers were engaged. 48% of users open the email, and 43% read the content. To generate a discount code, only 8.6% of customers click the link to open the website.

Since purchases can be made without signing up, the relationship between welcoming email marketing and prior purchases is as follows. First, customers are more likely to sign up

² This CSAT dataset is gathered from customer survey, which is available to all customers who purchase products. Dataset is analysed in topic 4- Customer NPS (Net Promoter Score) and CSAT (Customer Satisfaction) score. This data source is different from topic 2- Product type and product review rate (CSAT) analysis.

and engage email marketing after 2 to 3 times of their purchase as a non-member. As shown in the graph 'Customer email marketing engagement and number of prior purchases', approximately 58% of customers who engage in email marketing have made one or two prior purchases.

Second, only 8.6% of CTA (Call to Action) rate is observed, and most customers open emails without reading them or read them briefly (clicked through). It does not, however, encourage customers to take more direct actions such as visiting a website or generating coupons.



Insight summary

- More than half of the customers (about 58%) are more likely to purchase once or twice as a non-member first, then become a member and engage further (such as through email marketing) with the business. To increase member signup rate and reduce non-member purchase rate, it is suggested to improve customer loyalty program. By doing so, repeat customers can be increased which helps business' long-term growth. Additionally, it will help businesses to gain a larger collection of CRM data, which can be used for further data analysis.
- Based on email marketing engagement data, only 8.6% of customers take the desired action that the marketing team wishes them to take. The email is read by approximately 43% of users but they do not take any action as expected by the business. To improve CTA rates, it is recommended to review the contents of email marketing and revisit email marketing strategies.