

# DATA INSIGHTS PRESENTATION MARKETING ANALYTICS



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# OVERVIEW

## 1. Declining Clicks, Likes & Views

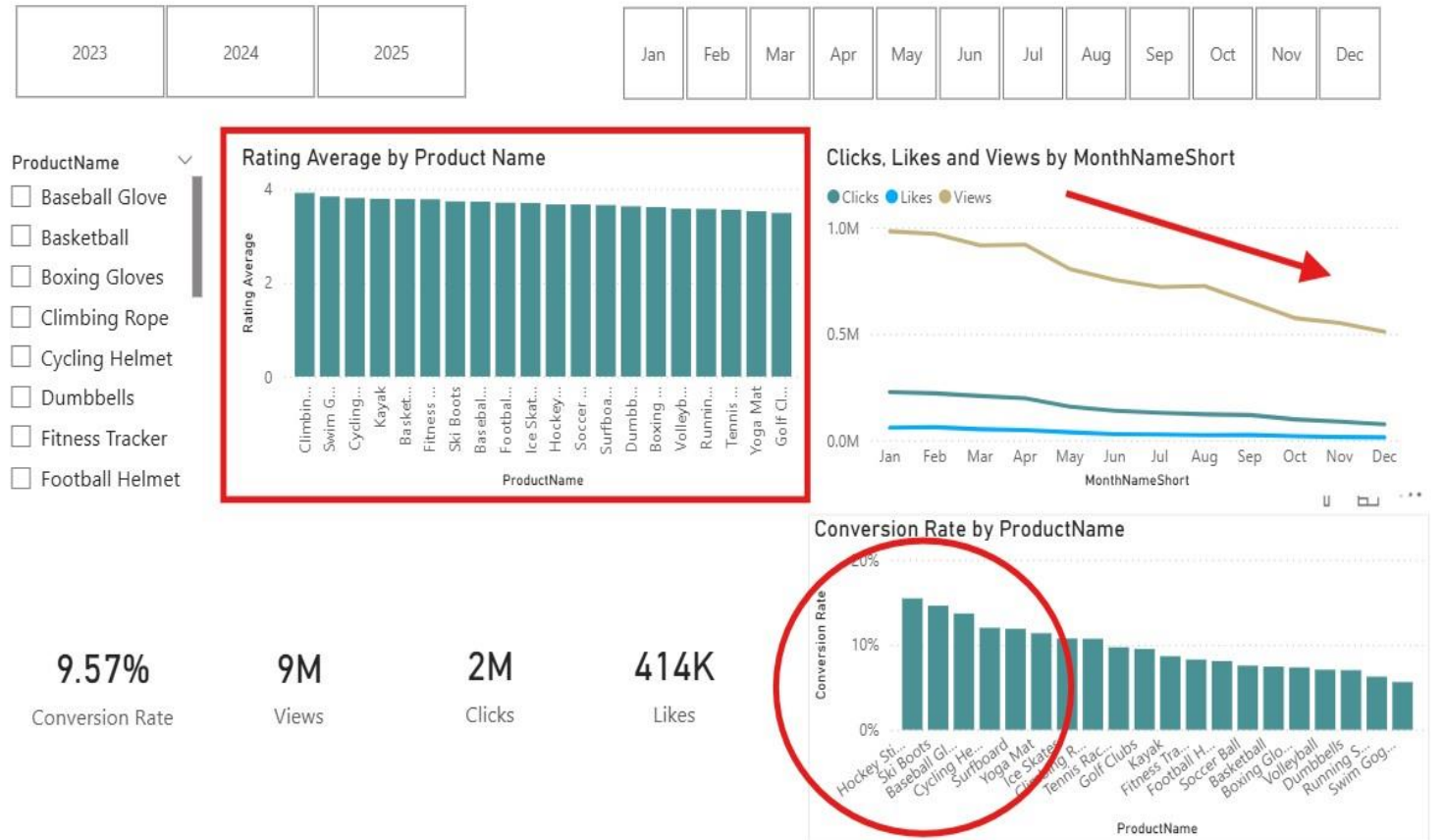
- There is a general decline in Social Media engagement
- Clicks, Likes and Views dropped throughout the year

## 2. Customer Rate by Product

- The Hockey Stick, Ski Boots, Baseball Glove, Cycling Helmet and Surfboard are the products with higher conversion rate.

## 3. Rating Average by Product

- The average customer rating stands at 3.7 and remains consistent across the entire product catalog.



# CONVERSION DETAILS

## 1. Conversion Rate

- The conversion rate demonstrated a strong rebound in December, reaching 11.4%, despite the decrease in Clicks, Likes and Views in the same month.

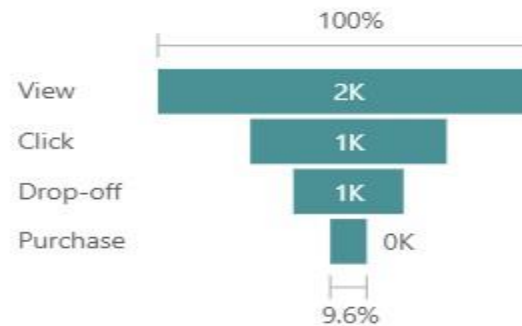
## 2. Engagement and Conversion Rate

- Despite the engagement decline in views, the conversion rate increase in December demonstrates that the marketing strategy is attracting higher-quality, more targeted traffic.

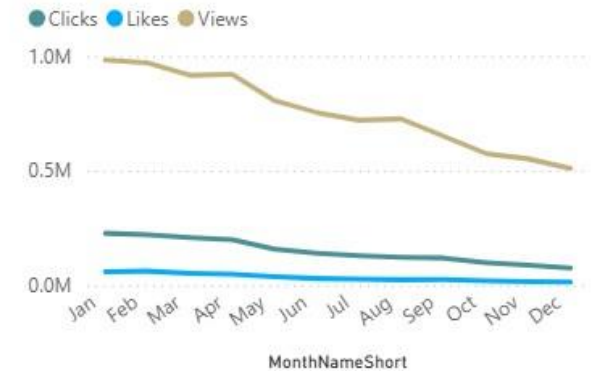
## 3. Customer Journey Performance

- Click-Through Rate was 51.5%, over half of views turned into clicks, a very strong CTR with an overall 9.57% conversion rate.

Number of Customer Journeys by Action



Clicks, Likes and Views by MonthNameShort



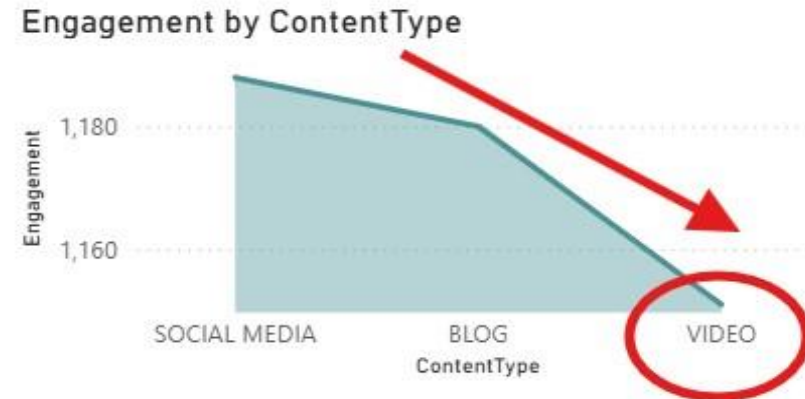
Conversion Rate by MonthNameShort



# REDUCED ENGAGEMENT

## 1. Reduced Video Engagement

- Engagement levels remained similar across content types, ranging from 1,100 to 1,200 interactions. However, video format experienced the lowest engagement level.



## 2. Reduction in Views

- Views declined from October through December, reaching their lowest level overall with 510,022 total views in December.

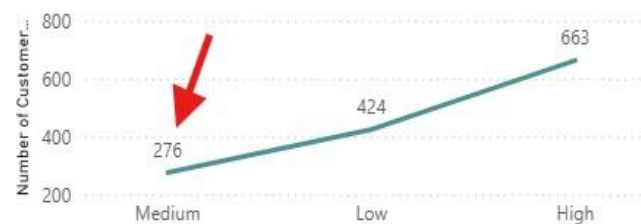
ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Baseball Glove	54795	66287	48037	28293	33887	27188	36406	36664	36220	24271	31978	13794	437820
Basketball	37432	63264	56840	61622	48370	67251	26655	43710	59697	18458	29430	17131	529860
Boxing Gloves	44555	44644	53436	70002	30336	33851	24912	35594	21213	29946	32289	21655	442433
Climbing Rope	59049	77496	54766	70102	25647	24640	44513	34514	38856	31120	26987	27687	515377
Cycling Helmet	52995	50474	47458	31935	59385	41588	33736	34589	25437	33815	20358	28466	460236
Dumbbells	49545	28018	47323	44877	31720	44878	27088	18171	26911	21626	22782	22995	385934
Fitness Tracker	40446	36215	30956	24651	28979	30513	53307	40270	17879	28841	29694	43215	404966
Football Helmet	45007	37669	36238	53931	28113	25199	64586	33913	24525	11714	29478	17260	407633
Golf Clubs	60812	41679	44675	47834	40661	41834	50636	35035	30201	35659	31892	13731	474649
Hockey Stick	41688	67018	47287	47071	43927	38642	22078	37966	17236	19165	36563	21540	440181
Ice Skates	75396	32088	40801	47392	55772	36679	23740	35931	44049	33558	11340	38563	475309
Kayak	33650	38602	59023	71249	51217	60699	26522	22489	23377	30430	7738	30309	455305
Running Shoes	44135	68312	37518	49702	45599	43966	43419	50136	39291	33640	44969	19675	520362
Ski Boots	41825	38886	45307	38873	40506	33001	33925	66375	30708	12311	40123	31988	453828
Soccer Ball	86648	44543	47923	44201	65789	39818	49427	32231	13581	17805	39927	35269	517162
Surfboard	41633	52447	47650	18244	27886	36711	23123	32624	33483	23899	25019	27587	390306
Swim Goggles	56984	51833	48209	68348	29609	39078	41157	37086	51530	48111	17870	20070	509885
Tennis Racket	43947	41682	37241	46836	45551	27615	38241	35298	31487	43193	24248	27433	442772
Volleyball	27099	51375	29699	40126	34208	37997	18948	44027	40626	37221	24261	14196	399783
Yoga Mat	44803	37948	55327	14609	37922	23034	37406	18753	43831	39793	24591	37458	415475
Total	982444	970480	915714	919898	805084	754182	719825	725376	650138	574576	551537	510022	9079276

# CUSTOMER FEEDBACK

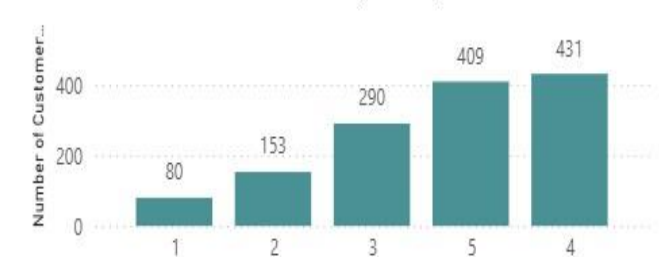
## 1. Review Volume by Price Category

- High-priced products generated the highest review volume with 663 reviews, followed by low-priced products.
- Medium-priced products recorded the lowest volume, with 276 reviews.

Number of Customer Reviews by Price Category



Number of Customer Reviews by Rating



## 2. Customer Reviews

- 4-star ratings generated the highest number of reviews with 431. There was a general trend: the higher the rating, the greater review volume.

## 3. Rating by Country

- Spain generated the highest number of reviews with 970, while Switzerland and France recorded the lowest numbers, with 377 and 229 respectively.

Rating by Country



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# GOALS & IMPROVEMENTS

## 1. Increase Conversion Rates

- Shift marketing focus toward **high-converting product categories**, focusing efforts during peak seasonal periods (spring and summer) to fully capitalize on proven performance trends for those specific products.

## 2. Improve Customer Engagement

- Focusing on user-generated content, short-form videos, and experiments with new video formats can revitalize declining views, clicks, and likes. Additionally, optimizing calls-to-action across videos, blogs, and social media during low-engagement months will drive stronger results.

## 3. Boost Customer Feedback Scores

- Analyze low-rated reviews and negative feedback to identify customer concerns. Develop a targeted action plan to address the most common issues and keywords highlighted in these reviews. Resolve their problems promptly and encourage customers to update their ratings once they are satisfied.