**Reply to Marketing Manager (JANE DOE)**

**Subject: Customer Feedback Analysis – In-depth Insights and Recommendations**

**Dear John,**

Thank you for reaching out with your concerns regarding customer feedback and retention at Shop Easy.

Based on the analysis of customer reviews, ratings, and purchase history, I’ve outlined several insights and actionable strategies that align with your outlined goals:

**Major insights:**

* Highest drop-offs happen at the checkout stage (15.22%), with only 6.52% of users completing purchases.
* Users engage most with blogs (65,977 views) and videos (64,073 views), but conversions remain low.
* Products like *Climbing Rope* and *Surfboard* were purchased more often, despite mixed feedback.
* Negative reviews (12%) cite poor value and delivery issues, often deterring conversions.
* No follow-up marketing was triggered post-purchase — missing a chance to create loyal buyers.

**Common Complaints:**

* “Not worth the money” sentiment.
* Product expectations vs. reality mismatch.
* No personalized post-visit engagement.

**Recommendations:**

* **Retarget cart abandoners** via email or ads based on checkout drop-offs.
* **Feature high-rated products** in blog, video, and social media campaigns.
* **Localize marketing** based on regional product performance.
* **Send post-purchase emails** with referral or discount incentives.
* **Run A/B tests** on content landing pages and homepage CTAs.
* Offer discounts or points to customers who leave product reviews to increase trust and boost engagement.

I’d be happy to present a more detailed breakdown of product-specific performance or walk you through a dashboard visualization of these trends.

Looking forward to your feedback!

Warm regards,  
**[Dinesh Kumar]**  
Data Analyst – Shop Easy