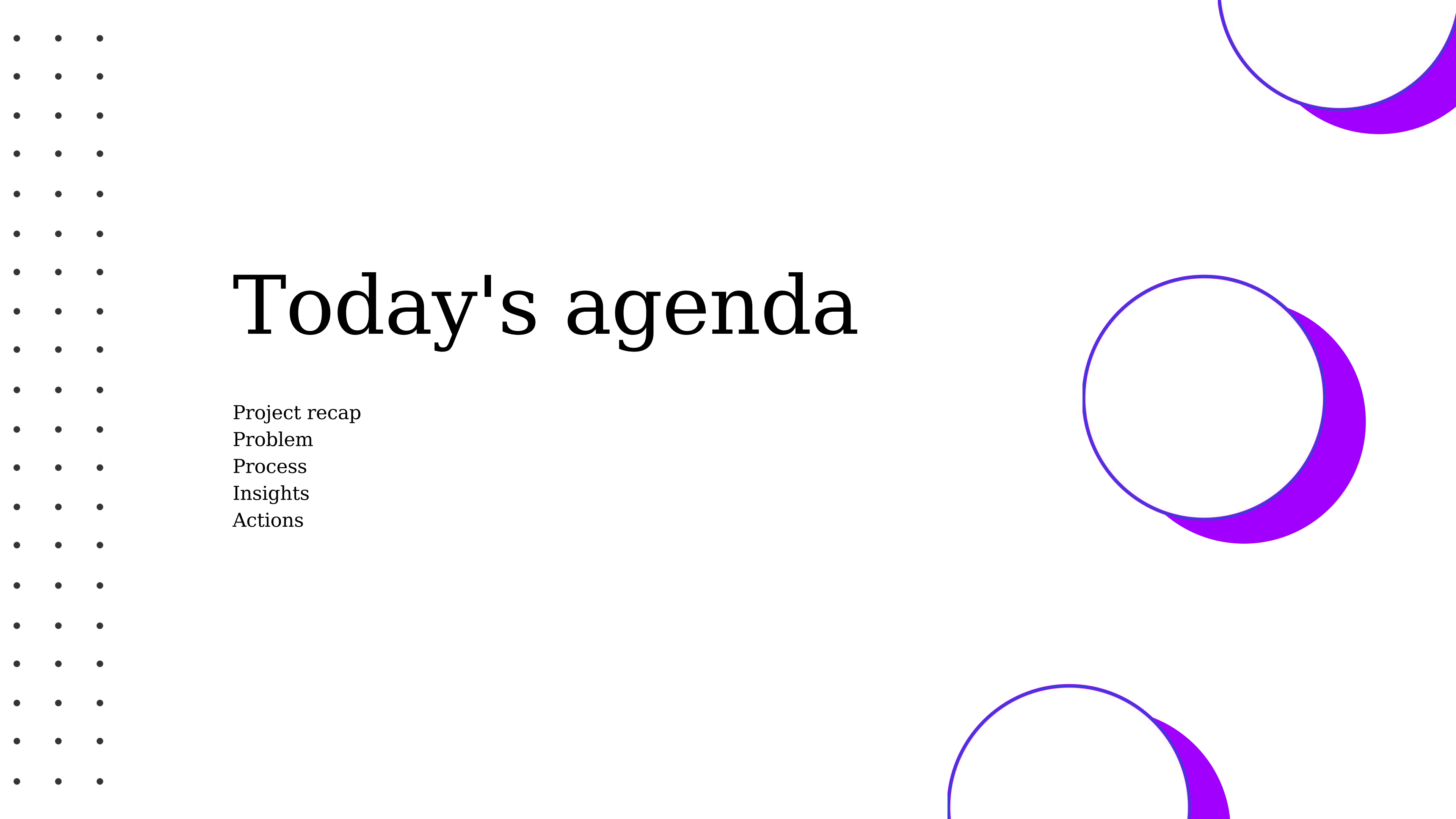# Marketing Analytics

# Today's agenda

Project recap
Problem
Process
Insights
Actions

# Project Recap

ShopEasy, an online retail business, is facing reduced customer engagement and conversion rates despite launching several new online marketing campaigns. They need to conduct a detailed analysis and identify areas for improvement in their marketing strategies.

# Problem

**Reduced Customer Engagement:** The number of customer interactions and engagement with the site and marketing content has declined.

**Decreased Conversion Rates:** Fewer site visitors are converting into paying customers.

**High Marketing Expenses:** Significant investments in marketing campaigns are not yielding expected returns.

**Need for Customer Feedback Analysis:** Understanding customer opinions about products and services is crucial for improving engagement and conversions.
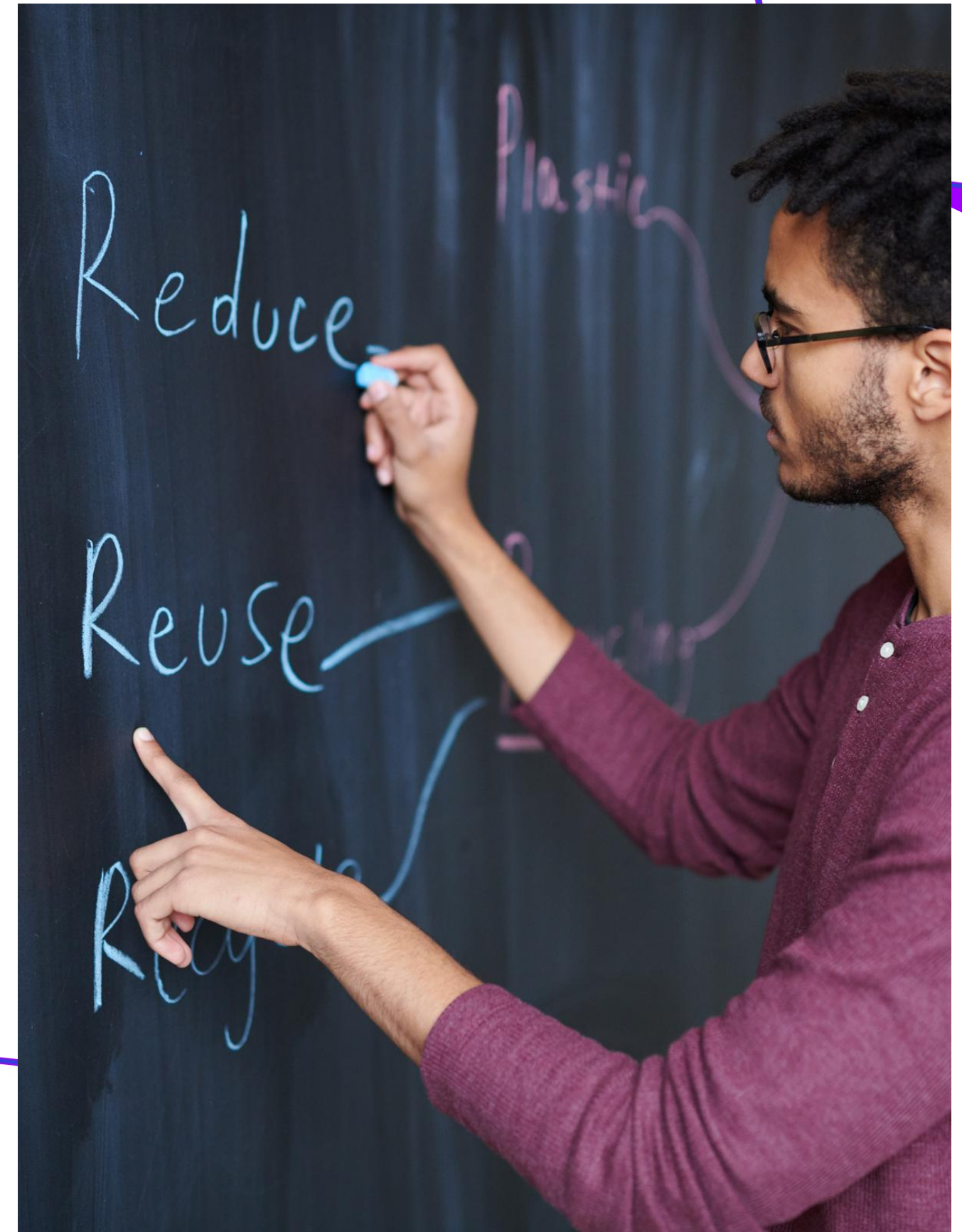
# Process

1 Data Understanding

2 Data Cleaning

3 Sentiment Analysis

4 Data Visualization

5 Uncover Insights

# Decreased Conversion Rates

## General Conversion Trend:

Throughout different year, conversion rates have an obvious decrease trend. There is a strong need to improve it.
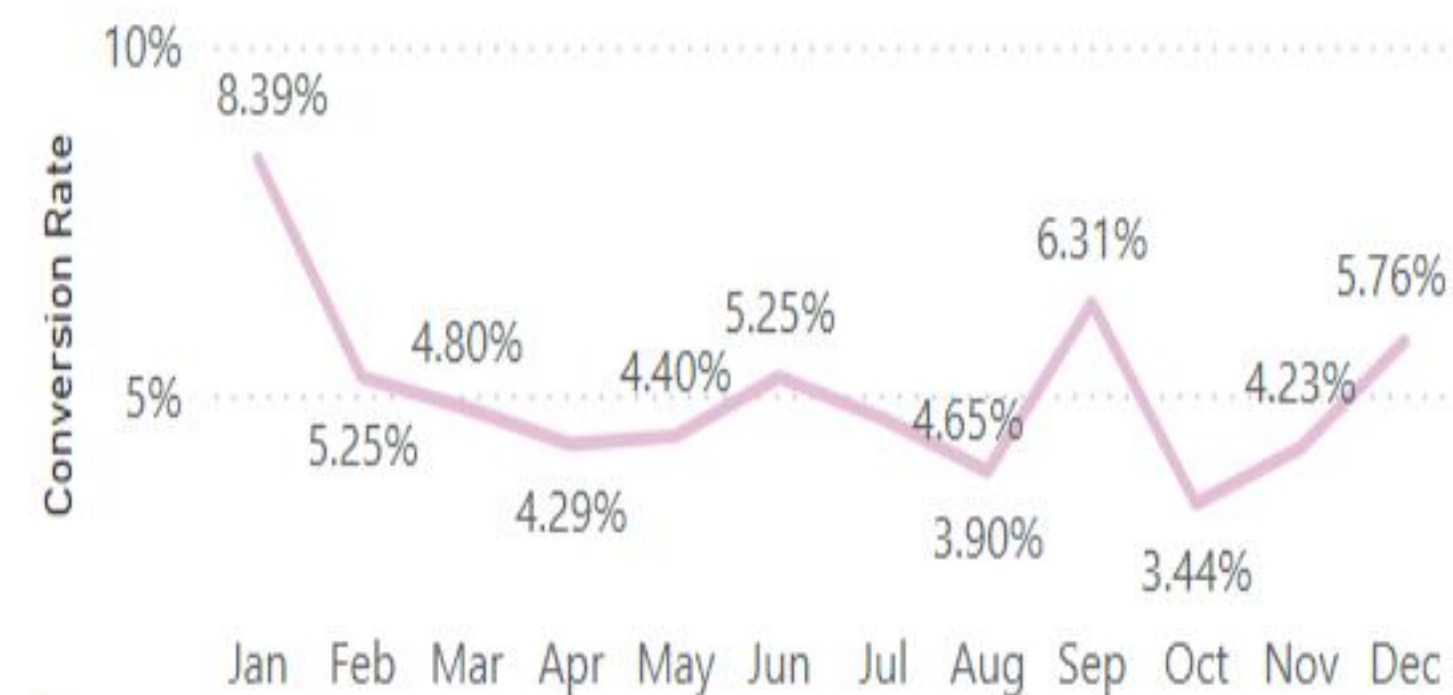
## Monthly Trend:

Throughout the year, January , September and December record the strong seasonal peaks. In other months, the overall conversion rate low. This indicates a potential need to revisit marketing strategies or promotions during this period to boost performance.



Conversion Rate by Year



Conversion Rate by MonthNameShort
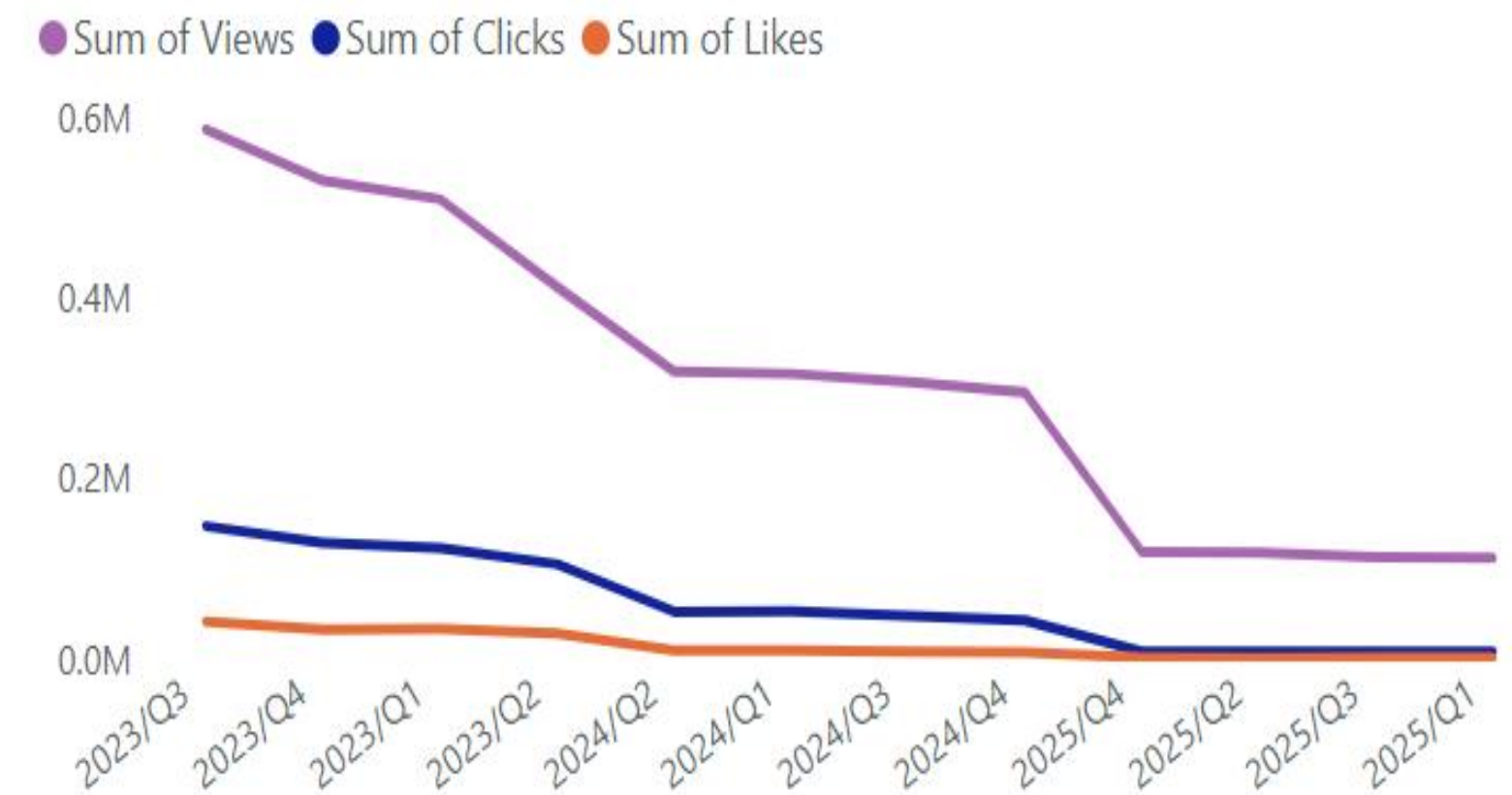
# Reduced Customer Engagement

**Declined Trend:**

The sum of views, clicks and likes is decreasing.

**Low Interaction Rates:**

Clicks and likes remained consistently low

compared to views, suggesting the need for more

engaging content or stronger calls to action.


Sum of Views, Sum of Clicks and Sum of Likes by YearQuarter

# Customer Feedback Analysis

**Customer Ratings Distribution:**

The majority of customer reviews are in the higher ratings, indicating overall positive feedback. Lower ratings (1-2 stars) only account for a smaller proportion.

**Sentiment Analysis:**

Positive sentiment dominates with 840 reviews, reflecting a generally satisfied customer base. Negative sentiment is present in 15 reviews, with a smaller number of mixed and neutral sentiments, suggesting some areas for improvement but overall strong customer approval.



Customer Reviews by Rating
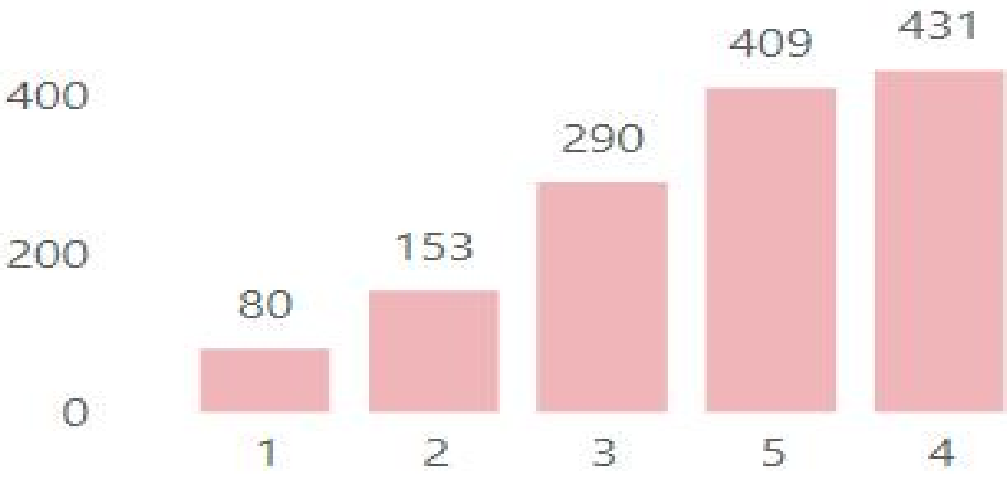


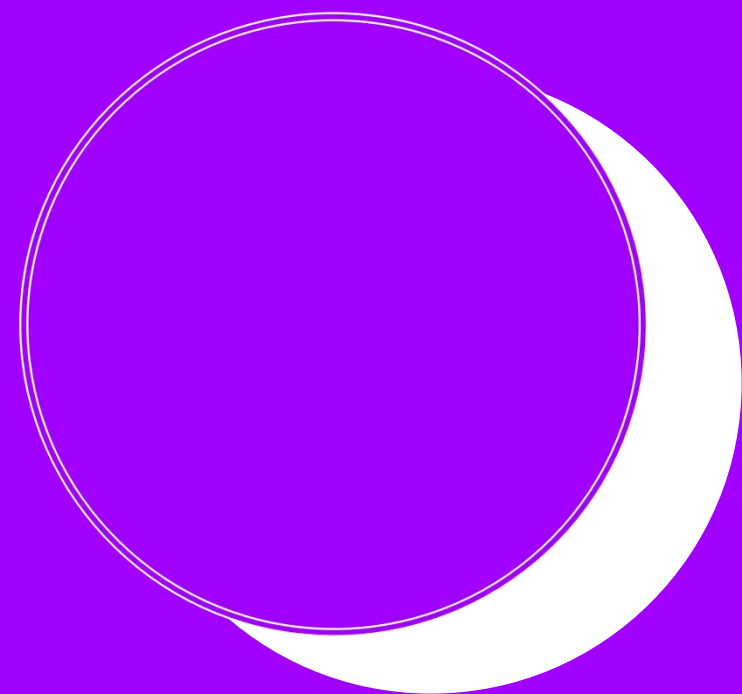Number of Customer Reviews by SentimentCategory
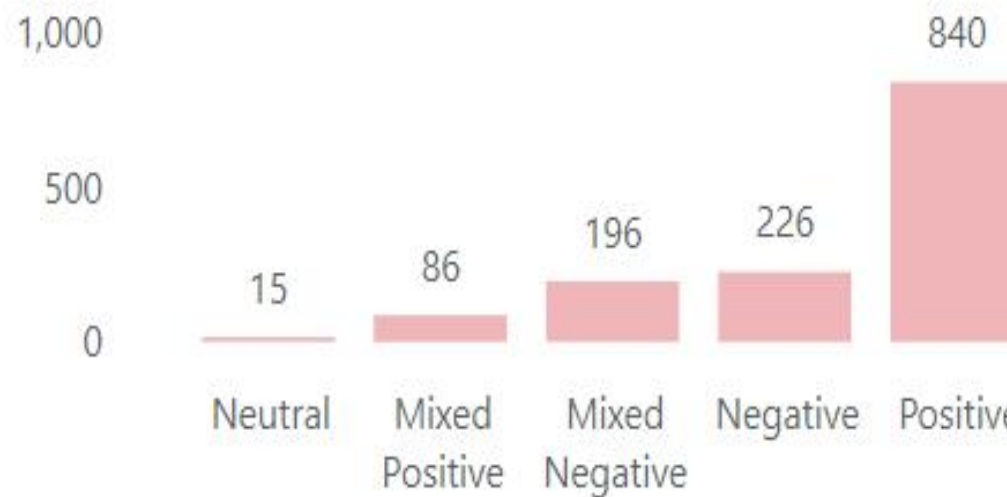
# Actions



**Increase Conversion Rates:**

Target High-Performing Product Categories: Focus marketing efforts on products with demonstrated high conversion rates, such as Kayaks, Ski Boots, and Baseball Gloves. Implement seasonal promotions or personalized campaigns during peak months (e.g., January and September) to capitalize on these trends.

**Enhance Customer Engagement:**

Revitalize Content Strategy: To turn around declining views and low interaction rates, experiment with more engaging content formats, such as interactive videos or user-generated content. Additionally, boost engagement by optimizing call-to-action placement in social media and blog content, particularly during historically lower-engagement months (September-December).

# Thank you!

ANY QUESTIONS?