

# Data Presentation

Marketing Analytics Portfolio Project

2023 - 2025



# Overview

## 1. Conversion Rates :

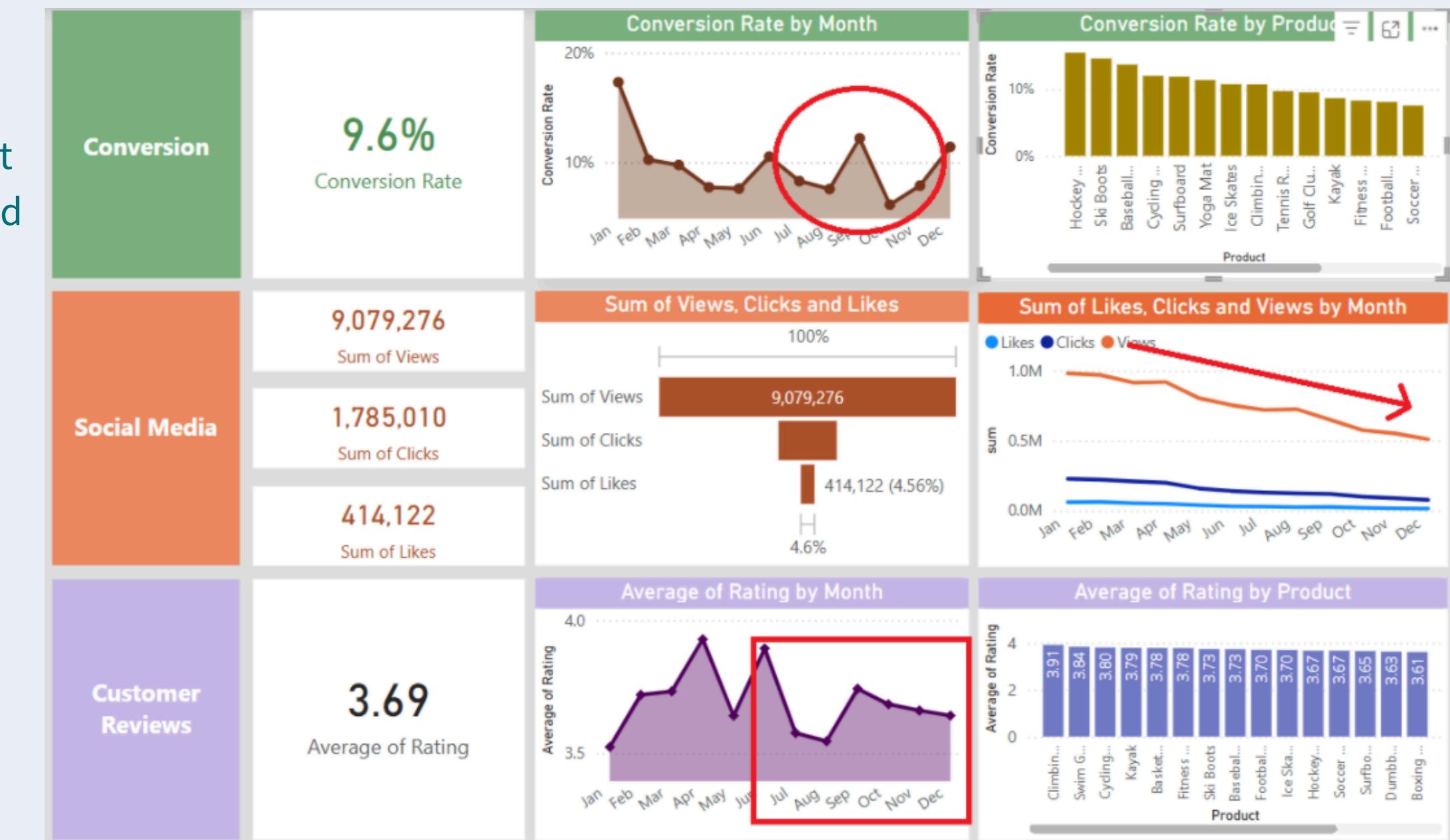
Conversion rates were low in October (6.1%) but improved significantly by December (11.4%).

## 2. Customer Engagement :

Engagement on social media dropped throughout the year. While clicks and likes were low compared to views, a 19.66% click-through rate shows that users who interact are engaging meaningfully.

## 3. Customer Ratings :

Customer ratings stayed steady at an average of 3.69, which is below the target of 4.0. Products rated below 3.5 need specific attention.



# Decreased Conversion Rates

- **Overall Trend :**

Conversion rates varied across the year performing well due to seasonal peaks. However, Oct had the lowest conversion rate (6.1%).

- **Best Performance :**

January had the highest conversion rate (17.3%), driven by Ski Boots with an incredible 100% conversion rate. This shows the power of seasonal demand and focused marketing strategies.

- **Opportunities :**

The months with weaker performance need targeted strategies to improve, such as specific promotions or better outreach.

Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Yoga Mat	40.0%	12.5%	11.1%			16.7%	30.8%				16.7%	11.4%	
Volleyball	22.2%			11.1%		33.3%		10.0%			12.5%	7.1%	
Tennis Racket	33.3%	7.7%	25.0%	12.5%	25.0%	11.1%			28.6%	7.1%	20.0%	9.7%	
Swim Goggles	20.0%							14.3%	14.3%			33.3%	5.6%
Surfboard	33.3%	8.3%	10.0%	11.1%	150.0%	15.4%			11.1%	10.0%			11.9%
Soccer Ball	75.0%		8.3%	9.1%				10.0%	14.3%		9.1%		7.5%
Ski Boots	100.0%	10.0%	20.0%	12.5%	11.1%	10.0%	12.5%	40.0%					14.6%
Running Shoes	12.5%	8.3%		10.0%	10.0%				20.0%		14.3%		6.3%
Kayak		16.7%	20.0%	8.3%		16.7%	11.1%		10.0%	14.3%		16.7%	8.7%
Ice Skates			12.5%			9.1%	30.0%	16.7%	22.2%	11.1%	20.0%	25.0%	10.7%
Hockey Stick	22.2%	40.0%	11.1%		25.0%		12.5%	10.0%	20.0%		14.3%	57.1%	15.5%
Golf Clubs	12.5%	11.1%		10.0%	14.3%		16.7%	25.0%	12.5%			10.0%	9.5%
Football Helmet	25.0%	28.6%	7.7%	16.7%			8.3%	11.1%	10.0%				8.1%
Fitness Tracker	16.7%		10.0%		8.3%	33.3%			16.7%		7.7%	14.3%	8.3%
Dumbbells			16.7%	12.5%		40.0%			10.0%	11.1%	20.0%	8.3%	7.0%
Cycling Helmet		33.3%	20.0%	30.0%	16.7%	8.3%		14.3%	10.0%	8.3%			12.0%
Climbing Rope	11.1%	20.0%	28.6%	12.5%	6.7%	12.5%	14.3%	14.3%	7.7%	9.1%			10.7%
Boxing Gloves	9.1%					10.0%	8.3%	12.5%		11.1%	10.0%	28.6%	7.3%
Basketball		50.0%	16.7%	20.0%					12.5%		12.5%	33.3%	7.4%
<b>Total</b>	<b>17.3%</b>	<b>10.2%</b>	<b>9.8%</b>	<b>7.7%</b>	<b>7.6%</b>	<b>10.5%</b>	<b>8.3%</b>	<b>7.6%</b>	<b>12.2%</b>	<b>6.1%</b>	<b>7.9%</b>	<b>11.4%</b>	<b>9.6%</b>

# Reduced Customer Engagement

- **Declining Views :**

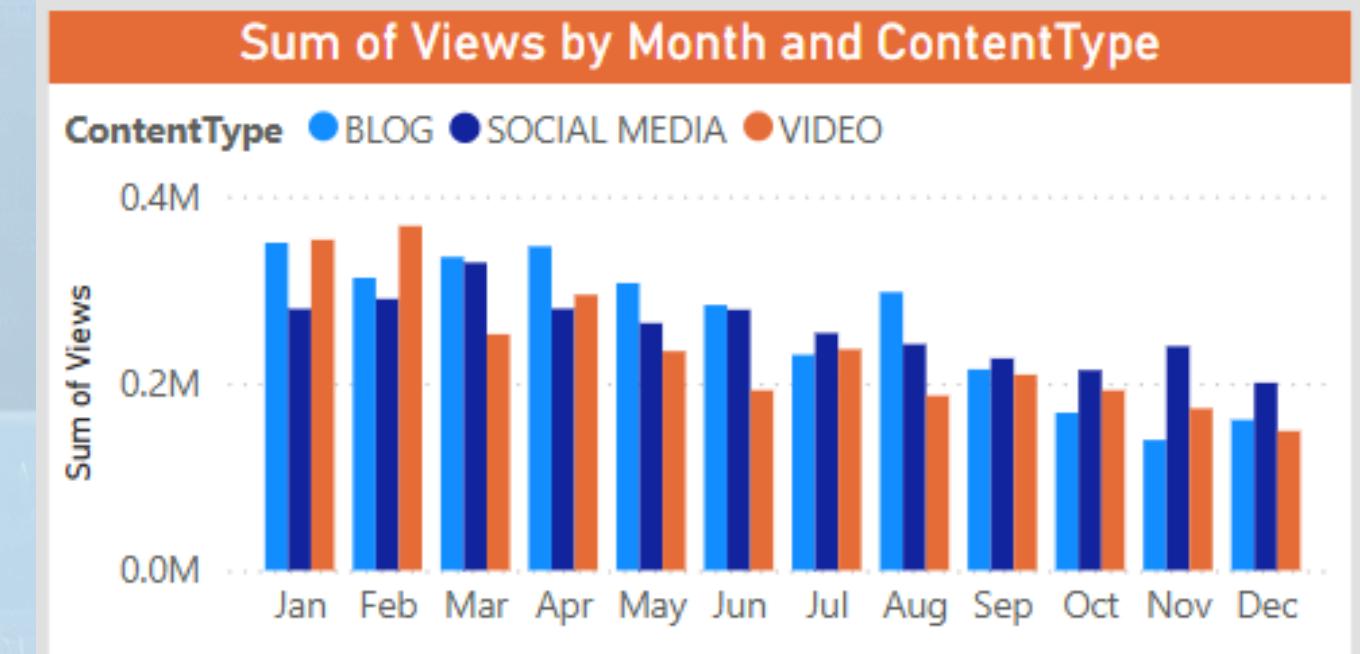
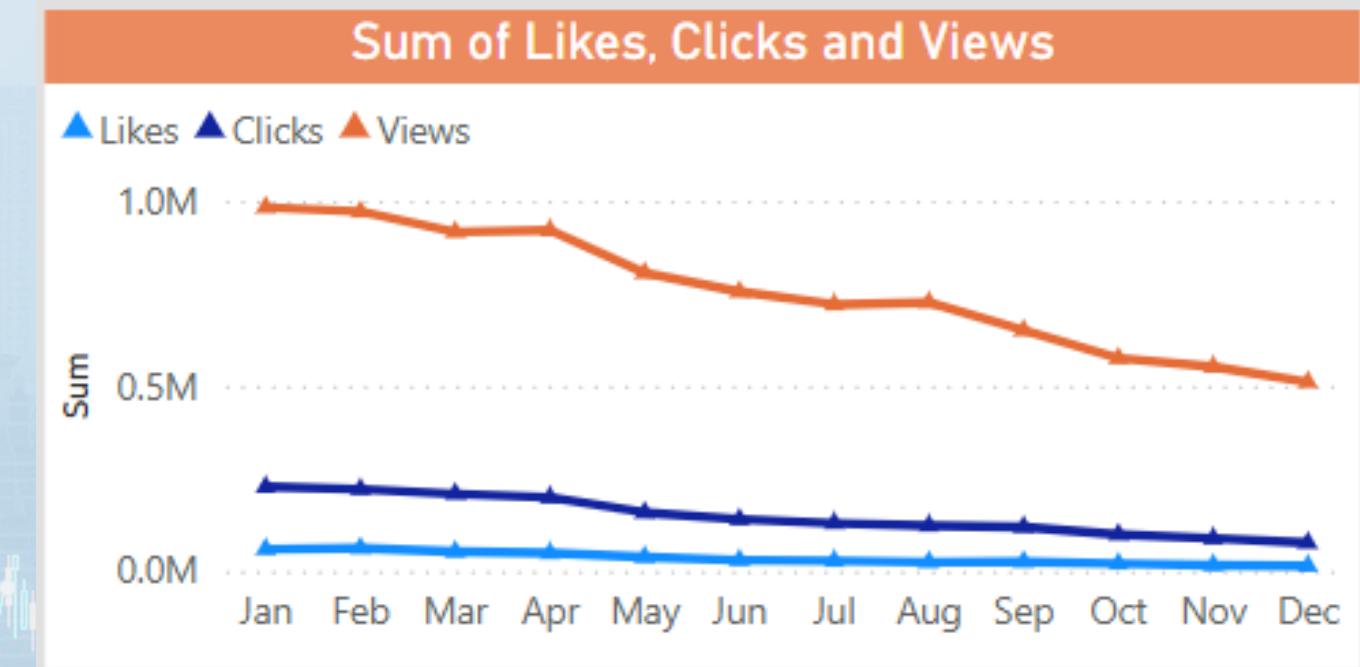
Views peaked in February and July but declined after August, indicating lower audience interest during the second half of the year.

- **Low Interaction :**

Clicks and likes stayed low compared to views, suggesting the need for more compelling content and calls to action.

- **Content Types :**

Blog posts performed the best in terms of driving views, especially in April and July. Social media and video content were steady but had lower engagement overall.



# Customer Feedback Analysis

- **Rating Breakdown :**

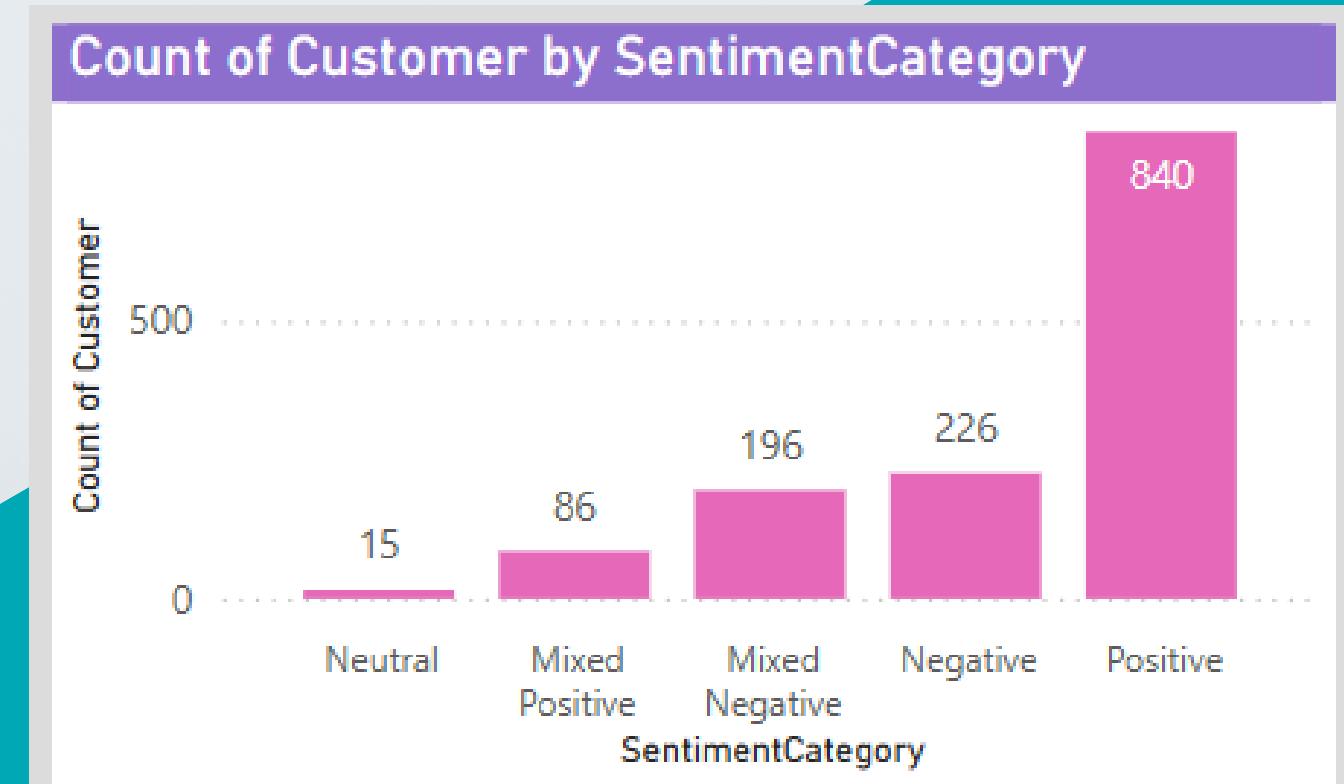
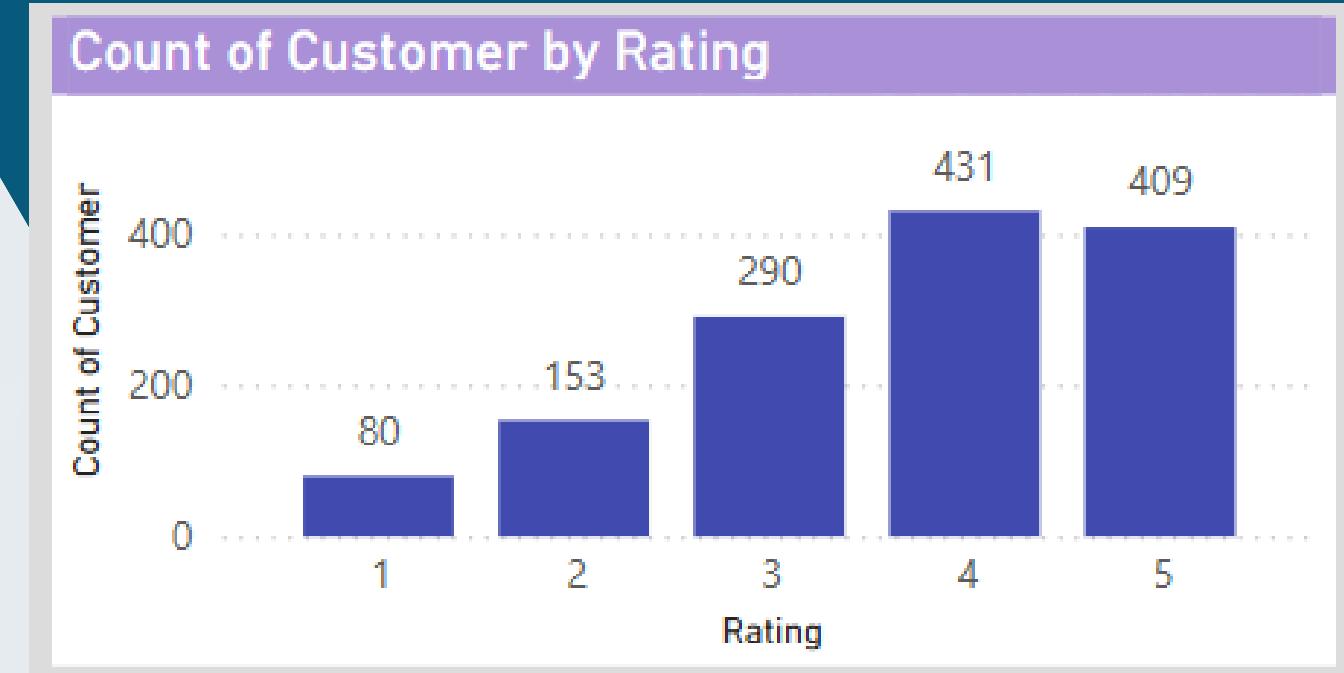
- Most ratings were high, with:
  - 431 reviews at 4 stars
  - 409 reviews at 5 stars
- Negative ratings were fewer:
  - 80 reviews at 1 star
  - 153 reviews at 2 stars

- **Sentiment Analysis :**

Positive feedback dominated, with 840 positive reviews. Negative feedback accounted for 226 reviews. Mixed and neutral feedback shows room for improvement in some areas.

- **Improvement Areas :**

Addressing mixed positive and mixed negative reviews could help turn uncertain customers into happy ones, improving overall satisfaction.



# Goals & Actions

## Goals

- **Increase Conversion Rates :**
  - Find out where and why people drop off and create solutions to keep them engaged.
- **Boost Engagement :**
  - Understand which types of content get the best responses and improve low-performing formats.
- **Raise Customer Ratings :**
  - Identify recurring complaints and positive feedback to fix issues and enhance customer experiences.

## Actions

- **For Conversion Rates :**
  - Focus marketing on products with high conversion rates, like Ski Boots, Kayaks, and Baseball Gloves.
  - Use seasonal promotions during months like January and September to maximize potential.
- **For Engagement :**
  - Try new content formats like interactive videos or user-created content.
  - Place stronger calls to action in blogs and social media posts, especially in low-engagement months .
- **For Customer Ratings :**
  - Analyze common complaints in mixed and negative reviews.
  - Follow up with unhappy customers, address their issues, and encourage updated ratings. This will help move the average rating closer to 4.0.