ShopEasy

Customer Behavior Analysis Report

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"Understanding your customers is key to elevating your business strategy."

A: Customer Trends

Top 5 Products by Engagement:

ProductName	Total_Interactions
Football Helmet	9
Boxing Gloves	9
Golf Clubs	7
Running Shoes	7
Volleyball	6

■ *This table displays the top 5 products generating the highest customer interactions.*

Top 5 Regions by Sales:

Country	Total_Purchases
Germany	1
UK	1
Spain	1
Austria	1
Netherlands	1

■ *This table highlights regions with the highest purchase volumes.*

Customer Retention:

Customer_Type	Count
Retained	26
One-Time	39

■ *This table summarizes customer retention by distinguishing between retained and one-time visitors.*

B: Segment Performance & Customer Sentiment Analysis

Conversion Rates by Demographic:

Group_By	Group_Value	Total_Customers	Total_Purchases	Conversion_Rate
Age Range	<30	16	1.0	6.25
Age Range	>45	27	3.0	11.11
Age Range	30-45	22	2.0	9.09
Gender	Female	34	3.0	8.82
Gender	Male	31	3.0	9.68
Country	Austria	5	1.0	20.0
Country	Belgium	6	0.0	0.0
Country	France	4	0.0	0.0
Country	Germany	5	1.0	20.0
Country	Italy	8	0.0	0.0
Country	Netherlands	6	1.0	16.67
Country	Spain	14	1.0	7.14
Country	Sweden	4	1.0	25.0
Country	Switzerland	7	0.0	0.0
Country	UK	6	1.0	16.67

■ *This table breaks down conversion metrics by age, gender, and country.*

Sentiment Distribution (%):

Category	Percentage
Negative	9.0
Neutral	28.999999999999996
Positive	62.0

■ *This table shows the percentage breakdown of customer sentiment.*

C: Key Purchase Drivers & Strategic Recommendations

Top Performing Products:

ProductName	Avg_Price	Unique_Customers	Total_Purchases	Conversion_Rate
Surfboard	275.43	5	2.0	40.0
Climbing Rope	410.17	6	2.0	33.33
Kayak	259.4	5	1.0	20.0
Fitness Tracker	196.68	6	1.0	16.67
Baseball Glove	327.36	5	0.0	0.0

■ *This table lists the top products by conversion rate.*

Engagement Effectiveness:

ContentType	Total_Engagements	Total_Purchases	Conversion_Rate
NEWSLETTER	17	11.0	64.71
VIDEO	31	11.0	35.48
BLOG	28	9.0	32.14
SOCIALMEDIA	24	7.0	29.17

■ *This table displays conversion rates for various content types.*

Strategic Recommendations:

■ Focus marketing on top converting products: Surfboard, Climbing Rope, Kayak.

■ Prioritize NEWSLETTER content, as it shows the highest engagement conversion.

■ Target customers in the age group >45, who demonstrate the highest conversion rate.

■ Address negative reviews for products: Fitness Tracker, Tennis Racket, Dumbbells, Golf Clubs, Basketball, Surfboard, Yoga Mat, Climbing Rope, Kayak.

■ Improve the checkout process to reduce high drop-off rates and increase conversions.

■ Technical Details: This analysis is generated using SQL queries via SQLAlchemy, data manipulation with pandas, sentiment analysis with TextBlob, and rendered using ReportLab. All conversion metrics are computed directly from our customer journey data.