

# ShopEasy

## Marketing Analysis

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Analytics Team

Tools used: Python, mysql-connector, pandas, ReportLab | SQL tables generated through an ETL process from customer journey data, engagement metrics, and geographic information.

# Product & Demographic Analysis

## Top 5 Underperforming Products

This table represents the top 5 products with the lowest average ratings and purchase counts. A low average rating indicates customer dissatisfaction, while a low purchase count suggests poor market performance. Use these numbers to identify potential issues in product quality or promotion.

ProductName	AvgRating	PurchaseCount
Cycling Helmet		0
Basketball	2.6667	0
Dumbbells	3.0000	0
Ice Skates	3.0000	0
Baseball Glove	3.4000	0

## Marketing Performance Demographically

This table showcases how marketing efforts perform across different regions. It breaks down purchases and average customer ratings by country and city, providing insight into potential geographic trends. Use this data to tailor localized strategies.

Country	City	Purchases	AvgRating
Austria	Vienna	10	3.4000
UK	London	9	3.8889
Spain	Madrid	9	3.8889
Germany	Berlin	7	3.5714
Netherlands	Amsterdam	6	4.0000
Sweden	Stockholm	6	4.0000
France	Paris	0	
Italy	Rome	0	
Belgium	Brussels	0	
Switzerland	Zurich	0	

# Poorly Converting Products

This table highlights products with high online engagement (clicks) but low conversion (purchases). Such a gap often indicates issues like misleading advertising, poor product information, or barriers in the buying process. Review these figures to pinpoint where marketing efforts may need improvement.

ProductName	TotalClicks	Purchases
Running Shoes	6199	0
Football Helmet	3223	0
Yoga Mat	3183	0
Hockey Stick	2548	0
Baseball Glove	2484	0
Cycling Helmet	2302	0
Golf Clubs	2179	0
Basketball	2121	0
Ice Skates	1653	0
Dumbbells	1443	0
Boxing Gloves	1381	0
Ski Boots	1253	0
Volleyball	798	0
Tennis Racket	588	0
Swim Goggles	427	0
Soccer Ball	180	0
Fitness Tracker	3206	6
Kayak	6073	8
Surfboard	5608	10
Climbing Rope	5812	14

# Marketing Channel Effectiveness

## Top Performing Channels

This table displays average views, clicks, and purchase counts by channel. Higher purchase numbers typically indicate a more effective channel. Review these metrics to focus on channels that yield the best customer engagement.

Channel	Avg Views	Avg Clicks	Purchases
VIDEO	1945.2000	422.7143	11
NEWSLETTER	2313.5238	446.8571	11
BLOG	2341.2581	474.2258	9
SOCIALMEDIA	2517.0000	551.2400	7

## Underperforming Channels

This table identifies channels with low conversion rates relative to clicks. Such a ratio may indicate a need to review content quality or targeting strategies. Interpreting these metrics can help refine overall marketing efforts.

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