ShopEasy Data-Driven Business Report

This report merges critical insights from customer behavior, product performance, and marketing channel effectiveness. Each actionable item is complemented with analytic commentary to support strategic decisions and drive business growth.

Actionable Business Insights

Insight 1: Promote **Surfboard** as the flagship product (Conversion rate: 40.0%).

Product Performance: The flagship product's conversion rate is a strong indicator of product-market fit. Elevating its profile with targeted promotions can multiply revenue impact.

Insight 2: Focus marketing on **30-45 Males** in **Austria** (Conversion rate: 50.0%).

Demographic Insights: The conversion trend within the specified age and gender segment suggests that personalized marketing and localized messaging can drive higher engagement.

Insight 3: Prioritize **Fitness Tracker** in **Germany** (Sales: 1 units).

Regional Dynamics: Robust sales in the highlighted region indicate a promising market; local promotions and expansion into adjacent areas might be advantageous.

Insight 4: Increase budget for **NEWSLETTER** campaigns (Conversion rate: 0.03%).

Marketing Channel Effectiveness: The disciplined marketing channel delivers exceptional ROI. Increasing the budget here is likely to yield further conversion growth.

Insight 5: Introduce discounts for **Kayak** (Rating: 3.4/5, Reviews: 10).

Pricing & Promotions: Products with moderate ratings and high review counts could benefit from strategic discounts, improving customer perception while boosting sales.

Supporting Data Analysis

Top Converting Products

This table displays the top converting products with total purchases and conversion rates, revealing which products drive sales.

ProductName	purchases	conversion_rate
Surfboard	5	40.0
Climbing Rope	6	33.33
Kayak	5	20.0
Fitness Tracker	6	16.67
Volleyball	6	0.0

Demographic Performance

This table breaks down purchase behavior by demographics, helping to pinpoint segments with higher conversion rates.

age_group	Gender	Country	purchases	conversion_rate
30-45	Male	Austria	4	50.0
18-29	Male	Sweden	2	50.0
46+	Female	Germany	2	50.0
30-45	Female	Netherlands	5	33.33
46+	Female	UK	6	33.33

Marketing Channel ROI

This table compares clicks and conversions across marketing channels to guide budget allocation for improved ROI.

ContentType	total_clicks	conversions	conversion_rate
NEWSLETTER	31500.0	11.0	0.03
SOCIALMEDIA	66000.0	7.0	0.01
VIDEO	73577.0	11.0	0.01
BLOG	79668.0	9.0	0.01