

# **MIS784 – Assignment 2 – T3, 2024**

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## **Analytical Report for MarketCo**

### **Introduction**

MarketCo, a global omnichannel retailer, has made substantial strides in creating a seamless and personalized shopping experience for its customers. To further strengthen its position in the Australian market, this report delves into an analysis of customer behavior patterns, identifies key challenges, and presents actionable recommendations. The findings are based on a robust dataset that offers valuable insights into customer engagement, preferences, and spending habits. By leveraging these insights, MarketCo can refine its strategies to foster loyalty, increase revenue, and maintain its competitive edge.

### **Key Findings from Data Analysis**

The data analysis conducted provides a comprehensive view of MarketCo's customer base and their interactions with the company. Below are the key findings:

#### **Gold Membership vs. Non-Members**

Gold Members consistently emerge as the most valuable customers for MarketCo. They exhibit:

- **Purchase Frequency:** Non-Members make purchases more frequently compared to Gold-members, indicating strong engagement and trust in the brand.
- **Total Spending:** The total spending of Non-Members significantly surpasses that of Gold-members, contributing to a stable revenue stream.
- **Average Spending:** On average, each transaction by a Gold Member yields higher revenue than those by non-members.
- **Communication Engagement:** Both Gold Members and Non-Members respond actively to both inbound and outbound communication, highlighting their receptiveness to personalized marketing efforts.

A significant portion of MarketCo's customer base comprises non-members, who exhibit high engagement levels but low Average Spending. This group represents an untapped potential that could be nurtured into more engaged customers through strategic initiatives.

### **Demographic Trends**

The analysis reveals distinct patterns among various customer demographics:

- **Age:** Younger customers demonstrate a preference for online shopping and exhibit significant engagement through digital channels. However, Senior Citizens, aged 55+, demonstrated highest Average Tenure, Total Purchases, Average Spending and Gold Membership Count
- **Regional Variations:** Customers in NSW show higher spending and engagement levels, followed by VIC compared to those in other states. International customers showed highest average spending but low number of Total Purchases and Gold Membership Counts indicating the need of targeted strategies to attract International Customers.
- **Gender Trends:** While the dataset does not provide exhaustive gender-based insights, initial findings suggest higher number of Total Purchases by females and higher Average Spending by males

### Technology Preferences

Customers predominantly use MacOS and Android devices, their favourite browsers being Safari and Google Chrome, underlining the importance of optimizing the digital experience for these platforms. Apple device users, exhibit higher average spending per transaction, presenting an opportunity for targeted campaigns.

## Opportunities for Enhancing Engagement and Increasing Sales

### Optimizing Digital Platforms

MarketCo's digital presence, particularly its mobile app and website, serves as the primary touchpoint for customer interactions. Enhancing these platforms can lead to improved customer satisfaction and increased sales. Key recommendations include:

#### 1. Mobile Optimization:

- Streamline navigation for a seamless user experience.
- Introduce features like personalized product recommendations and expedited checkout options.
- Focus on optimizing performance for Android and iOS platforms, given their high usage among customers.

#### 2. Web Performance Enhancements:

- Reduce load times to minimize bounce rates.
- Use data-driven insights to highlight high-performing products and promotions.

### Personalizing Customer Engagement

Personalization is a proven driver of customer loyalty and spending. MarketCo can harness its rich dataset to deliver highly targeted marketing messages. For example:

- **Premium Offers:** Target affluent customers with exclusive bundles and discounts on high-value products.
- **Event-Based Campaigns:** Leverage occasions such as Valentine's Day and Mother's Day to promote themed products and gifts.
- **Behavior-Based Outreach:** Use customer purchase history and engagement data to create personalized offers and recommendations.

### **Addressing Regional Disparities**

Regional disparities in customer engagement and spending highlight the need for tailored strategies. In rural areas, MarketCo can:

- Partner with local influencers to build trust and brand visibility.
- Offer free or discounted shipping to incentivize purchases.
- Develop promotions that cater to the unique preferences and needs of rural customers.

In metropolitan areas, strategies can focus on premium product promotions and exclusive membership benefits to further enhance engagement.

### **Strengthening Retention Strategies**

Retention is a cost-effective approach to sustaining revenue growth. MarketCo can:

- Launch a robust loyalty program that rewards repeat purchases and long-term memberships.
- Provide renewal incentives for Gold Members nearing the end of their subscription period.
- Use predictive analytics to identify at-risk customers and engage them with personalized offers and communication.

### **Marketing Challenges**

While MarketCo's current strategies have yielded positive outcomes, several challenges remain:

#### **High Bounce Rates and Low Conversion Rates**

The lack of detailed web traffic data limits MarketCo's ability to address bounce rates and conversion rates effectively. Without insights into pageviews, session durations, and user journeys, it is difficult to pinpoint and resolve pain points in the customer experience.

#### **Data Gaps**

Critical data points, such as campaign performance metrics, customer feedback, and social media engagement, are missing from the dataset. These gaps hinder MarketCo's ability to measure ROI, refine marketing strategies, and respond to customer needs in real-time.

## **Regional Disparities**

Lower engagement levels in rural areas indicate that MarketCo's strategies may not fully address the needs of these customers. Tailored approaches are necessary to bridge this gap and unlock the revenue potential of underserved regions.

## **Recommendations**

To overcome these challenges and capitalize on opportunities, MarketCo should adopt the following strategies:

### **Implement Advanced Analytics Tools**

MarketCo should integrate advanced web analytics tools to track customer interactions across digital platforms. Key metrics to monitor include:

- Bounce rates and session durations.
- Conversion paths and drop-off points.
- Device-specific interactions and performance.

This data will provide actionable insights to improve the customer journey and optimize marketing efforts.

### **Enhance Campaign Performance Tracking**

By implementing tracking systems for email, SMS, and social media campaigns, MarketCo can measure engagement metrics such as open rates, click-through rates, and conversion rates. This information will help refine future campaigns and allocate resources more effectively.

### **Develop Regional Strategies**

Rural customers can be engaged through localized promotions, partnerships with community influencers, and improved logistics to ensure timely deliveries. In metropolitan areas, focusing on premium offerings and exclusive memberships can drive higher engagement and spending.

### **Expand Personalization Efforts**

Investing in AI-driven personalization tools can enable MarketCo to deliver tailored recommendations and offers. This approach can increase conversion rates and foster deeper customer loyalty.

## **Future Directions**

MarketCo's success depends on its ability to adapt to evolving customer needs and market trends. Future initiatives should include:

### **1. Exploring Emerging Technologies:**

- Integrate voice search and smart assistant capabilities into the customer journey.
- Leverage augmented reality (AR) to enhance the online shopping experience.

## **2. Expanding Omnichannel Strategies:**

- Ensure a seamless experience across online, in-store, and mobile channels.
- Use data integration to provide consistent customer profiles and preferences across platforms.

## **3. Investing in Sentiment Analysis:**

- Monitor customer feedback on social media and review platforms to identify areas for improvement.
- Use sentiment analysis to gauge customer satisfaction and address concerns proactively.

## **4. Sustainability Initiatives:**

- Promote eco-friendly products and practices to align with the growing demand for sustainability.
- Highlight these efforts in marketing campaigns to attract environmentally conscious customers.

## **Conclusion**

MarketCo has a significant opportunity to enhance customer engagement and drive revenue growth by leveraging data-driven strategies. By addressing challenges such as bounce rates, regional disparities, and data gaps, the company can deliver a superior shopping experience and foster long-term loyalty.

The recommendations outlined in this report—ranging from advanced analytics and personalized marketing to regional strategies and emerging technologies—provide a roadmap for MarketCo to achieve sustainable success in the competitive retail landscape. By implementing these strategies, MarketCo can solidify its position as a leader in the Australian market and continue to set benchmarks in customer-centric innovation.