Data Presentation

- **Marketing Analytics**

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Problem Statement

ShopEasy's Challenges

ShopEasy an online retail business, is facing reduced customer engagement and conversion rates despite launching several new online marketing campaigns. They want to conduct a detailed analysis and identify areas for improvement in their marketing strategies.

Overview

- **Conversion Rate Trends**

The conversion rate exhibited a notable recovery in December, climbing to 10.3% after a significant dip to 5.1% in October. This resurgence reflects the effectiveness of recent strategies, though sustaining this momentum will require ongoing optimization to ensure consistent growth.

- **Decline in Customer Engagement**

Social media engagement has seen a gradual decline throughout the year, with overall views decreasing. However, the click-through rate (CTR) stands at a robust 15.37%, highlighting that while fewer users are engaging, those who do are interacting with intent. This points to an opportunity for more targeted efforts to convert passive viewers into active participants.

- **Customer Feedback Overview**

Customer ratings have remained steady, averaging 3.67 over the year. Although stable, this falls short of our target of 4.0, signalling areas for improvement, particularly for products with ratings below 3.5. Focusing on these lower-rated products will be critical in driving customer satisfaction and loyalty to meet and exceed the desired benchmarks.
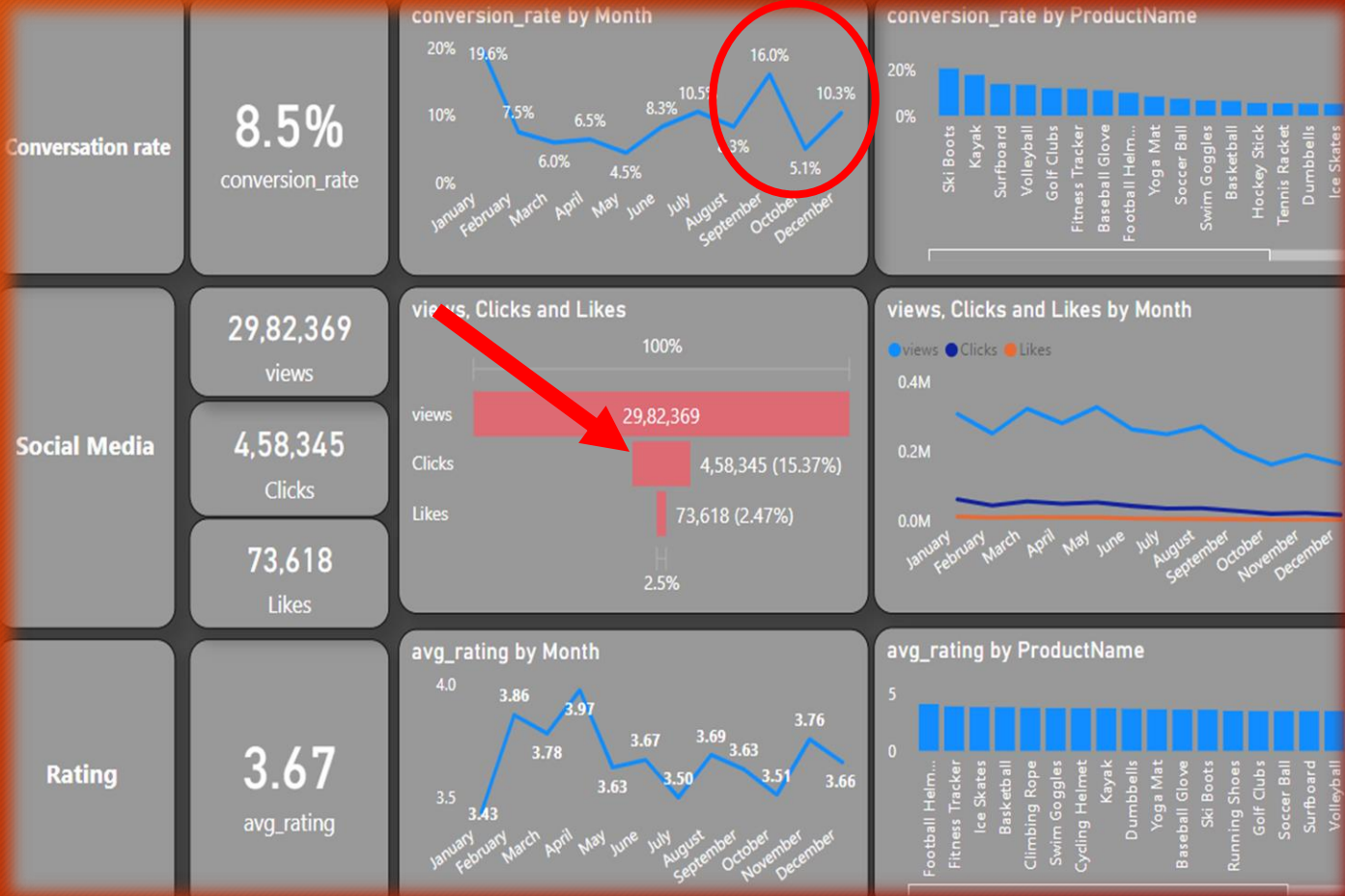
Decreased Conversion Rates

- **General Conversion Trend:**

  - Throughout the year, conversion rates varied, with higher numbers of products converting successfully in months like January and July. This suggests that while some products had strong seasonal peaks, there is potential to improve conversions in lower-performing months through targeted interventions.

- **Lowest Conversion Month:**

  - May experienced the lowest overall conversion rate at 4.5%, with no products standing out significantly in terms of conversion. This indicates a potential need to revisit marketing strategies or promotions during this period to boost performance.

- **Highest Conversion Rates:**

  - January recorded the highest overall conversion rate at 19.6%, driven significantly by the Ski Boots with a remarkable 150% conversion. This indicates a strong start to the year, likely fueled by seasonal demand and effective marketing strategies.

ProductName	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Ski Boots	150.0%	33.3%	100.0%						0.0%				20.7%
Kayak	0.0%			20.0%		100.0%	100.0%		33.3%		100.0%		17.9%
Surfboard		50.0%	25.0%	33.3%	0.0%				50.0%				13.9%
Volleyball	50.0%					100.0%		50.0%		0.0%			13.5%
Golf Clubs	50.0%							33.3%	25.0%	0.0%		25.0%	12.1%
Fitness Tracker	50.0%				50.0%				33.3%			33.3%	11.8%
Baseball Glove	33.3%		20.0%							200.0%			11.1%
Football Helmet	100.0%	100.0%		0.0%					25.0%				10.0%
Yoga Mat	0.0%					100.0%	33.3%						8.3%
Soccer Ball	0.0%								100.0%		0.0%		7.4%
Swim Goggles									25.0%			33.3%	6.7%
Basketball			0.0%	50.0%							100.0%		6.5%
Hockey Stick		33.3%							33.3%				5.6%
Tennis Racket									50.0%	20.0%			5.4%
Dumbbells			0.0%			33.3%					16.7%		5.3%
Ice Skates							66.7%						5.1%
Running Shoes					16.7%				100.0%				5.1%
Cycling Helmet				20.0%			0.0%			0.0%			2.9%
Boxing Gloves		0.0%					33.3%						2.7%
Climbing Rope							50.0%				0.0%		2.7%
Total	**19.6%**	**7.5%**	**6.0%**	**6.5%**	**4.5%**	**8.3%**	**10.5%**	**8.3%**	**16.0%**	**5.1%**		**10.3%**	**8.5%**

Reduced Customer Engagement

- **Declining Views:**
  - Views peaked in January and July but declined from August and on, indicating reduced audience engagement in the later half of the year.

- **Low Interaction Rates:**
  - Clicks and likes remained consistently low compared to views, suggesting the need for more engaging content or stronger calls to action.

- **Content Type Performance:**
  - Blog content drove the most views, especially in March and May, while social media and video content maintained steady but slightly lower engagement.
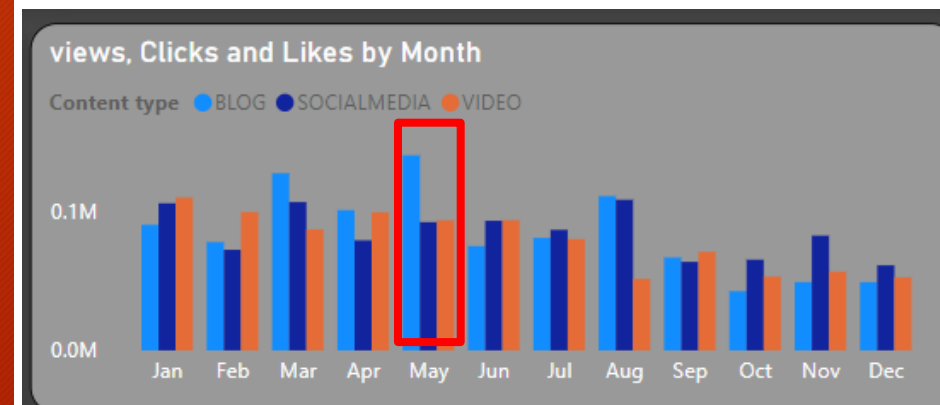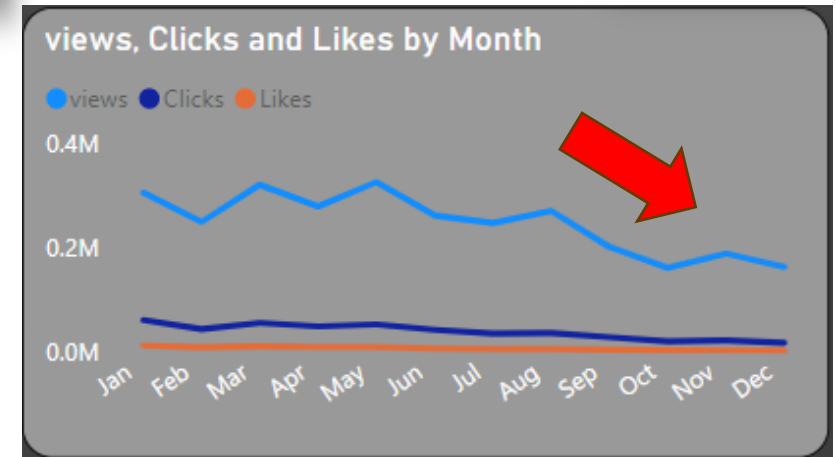
Customer Feedback Analysis

- **Customer Ratings Distribution:**
  - The majority of customer reviews are in the higher ratings, with 140 reviews at 4 stars and 135 reviews at 5 stars, indicating overall positive feedback. Lower ratings (1-2 stars) account for a smaller proportion, with 26 reviews at 1 star and 57 reviews at 2 stars.

- **Sentiment Analysis:**
  - Positive sentiment dominates with 275 reviews, reflecting a generally satisfied customer base. Negative sentiment is present in 82 reviews, with a smaller number of mixed and neutral sentiments, suggesting some areas for improvement but overall strong customer approval.

- **Opportunity for Improvement:**
  - The presence of mixed positive and mixed negative sentiments suggests that there are opportunities to convert those mixed experiences into more clearly positive ones, potentially boosting overall ratings. Addressing the specific concerns in mixed reviews could elevate customer satisfaction.

customer_reviews by Rating

customer_reviews by SentimentCategory
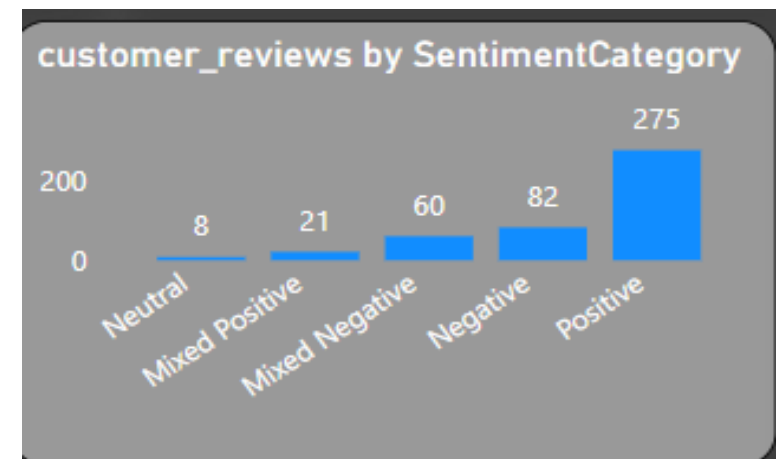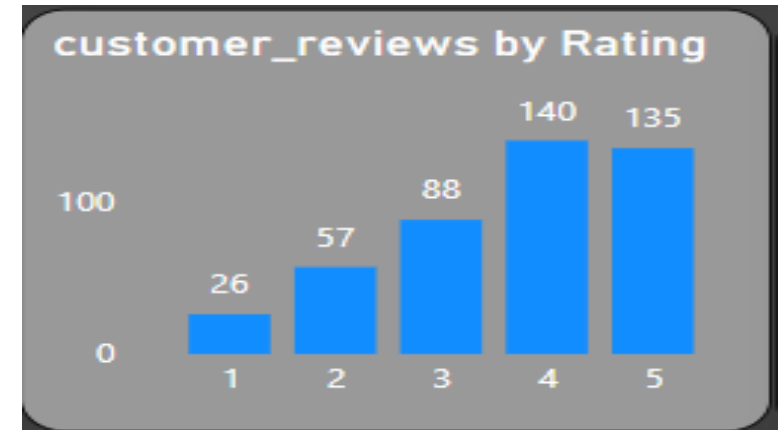
Goals & Actions

Goals

Actions

Increase Conversion Rates:

Goal: Identify factors impacting the conversion rate and provide recommendations to improve it.

Insight: Highlight key stages where visitors drop off and suggest improvements to optimize the conversion funnel.

Enhance Customer Engagement:

Goal: Determine which types of content drive the highest engagement.

Insight: Analyse interaction levels with different types of marketing content to inform better content strategies.

Improve Customer Feedback Scores:

Goal: Understand common themes in customer reviews and provide actionable insights.

Insight: Identify recurring positive and negative feedback to guide product and service improvements.

Increase Conversion Rates:

- Focus marketing on high-converting products (e.g., Kayaks, Ski Boots, Baseball Gloves).
- Implement seasonal promotions and personalized campaigns during peak months (January, September).

Enhance Customer Engagement:

- Experiment with engaging content formats (e.g., interactive videos, user-generated content).
- Optimize call-to-action placement in social media and blogs, especially during low-engagement months (September-December).

Improve Customer Feedback Scores:

- Analyse mixed/negative reviews to identify recurring issues and implement improvement plans.
- Follow up with dissatisfied customers to resolve issues and encourage re-rating, aiming for a 4.0 average rating.

Thank You