# Business Problem Definition

Marketing expenses have increased but the ROI reached the projections. The marketing team needs a data analysis on certain KPIs to better understand customer needs, feelings and expectations. Data team will inspect the KPIs and perform a sentiment analysis to detect possible breaches in the conversion funnel.

# KPIs involved

Conversion rate: Percentage of web visitors that make a purchase.

Customer Engagement Rate: Percentage of followers that interact in some way apart from only seeing the content.

Average Order Value: Average amount spent per customer on one transaction.

Customer Feedback Score: Average rating from customers.

# Goals

* Increase conversion rates.
* Enhance customer engagement.
* Improve customer feedback scores.