**Customer Journey Analysis Results**

1. **Drop-Off Points:**
   * **Checkout Stage:** 14 customers dropped off, while only 6 completed a purchase.
2. **Average Time Spent per Stage:**
   * **Homepage:** ~160.53 seconds
   * **Product Page:** ~182.77 seconds (Users spend the most time here)
   * **Checkout:** ~45.05 seconds

**Recommendations:**

✔ **Simplify Checkout:** Reduce friction (e.g., guest checkout).  
✔ **Improve Product Page:** Better images, descriptions, and reviews to boost engagement.  
✔ **Homepage Call-to-Actions:** Make the first interaction more compelling.

**Identify highest-rated and lowest-rated products using SQL.**

**3.Highest Rated Products:**

* **Product ID 8** (Rated 5.0) – Football Helmet
* **Product ID 19** (Rated 4.4) – Hockey Stick
* **Products ID 1, 15, 18** (Rated 4.0) – Running Shoe, Climbing Rope, Volleyball

**Recommendations:**

**Promote High-Rated Products** (Product IDs: 8, 19, 1,15,18) through featured sections and ads.

**4.Lowest Rated Products:**

* **Product ID 7** (Rated 2.67) - Basketball
* **Products ID 4, 12** (Rated 3.0) – Dumbbells, Ice Skates

**Recommendations:**

**Investigate Low-Rated Products** (Product IDs: 7, 4, 12) for potential quality or usability issues.

**5. Best Performing Content Types (Based on Click-Through Rate - CTR)**

* Socialmedia got 520.7 Avg\_clicks.
* Blog got 510 Avg\_clicks.

**6. Marketing Campaigns (Based on Clicks & Likes):**

* Campaign 17: 7077 clicks, 1910 likes (Most successful)
* Campaign 7: 5648 clicks, 1103 likes
* Campaign 19 & 20 are the least effective, with under 800 clicks

**Recommendations:**

* Increase investment in social media campaigns and rework under performing campaigns to improve engagement.

**7. Analyze purchases by Gender:**

* Both male and female purchased equally 3 counts.

**8. Join Customers, Geography & Purchases (to analyze location-based sales):**

* All six purchases held from different countries by different persons.

**Final Analysis:**

By leveraging data-driven insights, ShopEasy can enhance its customer experience, optimize marketing spend, and boost overall conversions!

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