

Q&A Session**Q1: Why did you choose Instagram as the primary platform for your analysis?**

Answer:

Instagram was chosen as the primary platform because it consistently showed the strongest positive correlation with total sales in our analysis. Its high engagement rates and substantial follower growth indicate that it is crucial in driving sales for Eco Glow Candles.

Q2: How can Eco Glow Candles improve their cart abandonment rates, especially from direct referrals?

Answer:

To address higher cart abandonment rates from direct referrals, Eco Glow Candles can enhance the user experience on their website by simplifying the checkout process, offering multiple payment options, and providing clear shipping information. Additionally, implementing retargeting strategies and sending follow-up reminders can help recover abandoned carts.

Q3: Given the insufficient data for seasonal decomposition, how do you suggest EcoGlow Candles proceed with trend analysis?

Answer:

For more accurate trend analysis, Eco Glow Candles should aim to collect data over a more extended period, preferably at least 24 months, to capture multiple seasonal cycles. This will enable meaningful seasonal decomposition and a better understanding of long-term trends and seasonal impacts on sales.

Q4: What ethical considerations did you consider while handling the data for this analysis?

Answer:

We ensured that all data used in the analysis were anonymized to protect individual privacy.

Data collection complied with relevant data protection regulations and obtained consent where necessary. Responsible marketing practices were also emphasized to maintain consumer trust and uphold Eco Glow Candles' brand integrity.

Q5: How can the findings from this analysis inform Eco Glow Candles' future marketing strategies?

Answer:

The findings highlight the importance of Instagram in driving sales, suggesting that EcoGlow Candles should invest more in Instagram marketing campaigns. Identifying high-ROI clusters allows the company to allocate resources more effectively toward campaigns that yield the best returns. Furthermore, understanding referral sources and cart abandonment behaviors can help in tailoring strategies to enhance user experience and conversion rates.