Marketing Analytics Business Case

Introduction to Business Problem

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

- **Key Points:**
    - **Reduced Customer Engagement:** The number of customer interactions and engagement with the site and marketing content has declined.
    - **Decreased Conversion Rates:** Fewer site visitors are converting into paying customers.
    - **High Marketing Expenses:** Significant investments in marketing campaigns are not yielding expected returns.
    - **Need for Customer Feedback Analysis:** Understanding customer opinions about products and services is crucial for improving engagement and conversions.

Data Analysis to Improve Marketing Strategy

The company is facing challenges with its marketing campaigns. Despite increased spending, customer engagement and conversion rates are declining, and ROI is not meeting expectations. They are seeking a comprehensive analysis of customer feedback, social media comments, and campaign performance data to evaluate the effectiveness of current strategies and uncover areas for improvement.

The company is also experiencing a decline in customer engagement and satisfaction, which is negatively affecting conversion rates. They have collected customer reviews and social media comments revealing various concerns and sentiments. They seek your expertise in data analysis to extract actionable insights from this feedback to better understand customer needs, improve the customer experience, and increase engagement and conversions.

Key Performance Indicators (KPIs)

- **Conversion Rate:** Percentage of website visitors who make a purchase.
- **Customer Engagement Rate:** Level of interaction with marketing content (clicks, likes, comments).
- **Average Order Value (AOV):** Average amount spent by a customer per transaction.
- **Customer Feedback Score:** Average rating from customer reviews.

- **Goals :**

  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:** Analyze 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.