



EskweGifts



# Operationalized Problem & Intended Users

## Our Focus: Marketing Lens

### EskweGifts' Business Challenge

EskweGifts, an e-commerce start-up specializing in customizable products, has noticed a decline in bottom-line margins year-over-year. Our goal is to answer two key business questions:

- Why is the decline happening?
- How can the company monitor and improve processes from a marketing perspective?

### EskweGifts' Objectives

- **Enhance customer retention and acquisition** to drive sustainable revenue.
- **Attracting high-value customers** who engage with customization options.
- **Optimize promotional strategies** to ensure discounts and marketing efforts translate into profits.

# Dataset, Scope and Limitations

## 4 Key Tables

- **Orders** - Customer transactions, pricing, fulfillment, and cancellations
- **SKU** - Product details, pricing, and cost of goods sold (CoGS)
- **Users** - Customer demographics and sign-up history
- **Vouchers** - Promotional discount records

## Scope & Limitations

Covers **2023-2024 transactions** across **Metro Manila, Luzon, Visayas, and Mindanao**



# Our Findings



## **Conclusion:** Data-Driven Marketing Strategy for Recovery

**Revive Customer Aquisition**

**Increase Order Volume and Customer Spending**

**Optimize Promotions and Regional Growth**