

# **EskweGifts Marketing Dashboard Project**

**Using Data Analytics to Diagnose Profitability Decline in an eCommerce Startup**

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## Main Insight: Profitability Is Declining Due to a Drop in Customer Acquisition and Order Volume, Despite High Retention

EskweGifts, a Philippine-based e-commerce start-up known for customizable products, experienced a troubling year-over-year decline in profit margins. Through a 7-day marketing analytics sprint, our team diagnosed the root causes of this decline and provided actionable recommendations. Our analysis revealed that the decline is primarily driven by a collapse in new customer acquisition and a sharp drop in overall order volume, while customer retention remains strong. This imbalance between acquisition and retention has restricted revenue growth and points to the need for revitalized marketing strategies.

To empower EskweGifts' Marketing and Management Teams, we designed a Looker Studio dashboard that visualizes key metrics and highlights urgent areas for intervention. This document summarizes our approach, the findings, and the path forward using the Minto Pyramid storytelling framework.

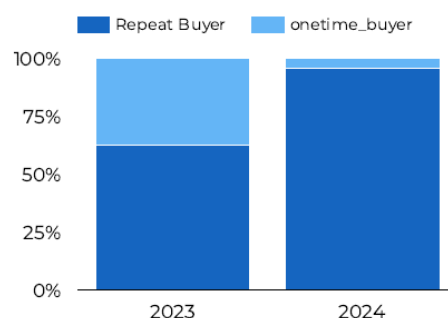
### Supporting Arguments: Why Is This Happening?

To understand the root of the profitability decline, we examined EskweGifts' performance from a marketing lens. The team was tasked to assess key marketing drivers, focusing on customer acquisition, retention, promotional effectiveness, and sales behavior. Initial assumptions pointed to three broad contributing areas: weakening revenue channels, inefficient marketing, and mismatched promotional strategies.

However, through dashboard exploration and detailed data review, we uncovered three fundamental forces driving the issue:

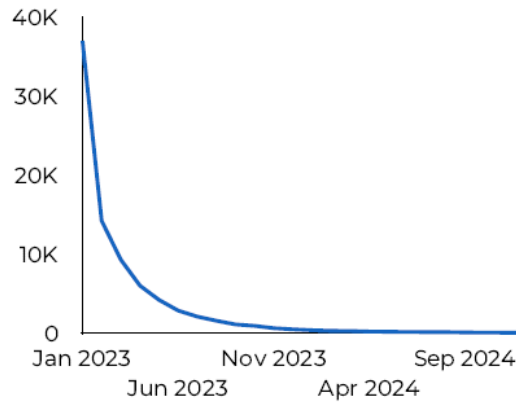
#### 1. Weakening Customer Acquisition Funnel

EskweGifts has become overly reliant on repeat customers. While the repeat buyer rate rose to 95.9%, the influx of new customers has sharply declined.



New user sign-ups have plummeted, and the share of one-time buyers dropped from 37.13% to just 4.09%.

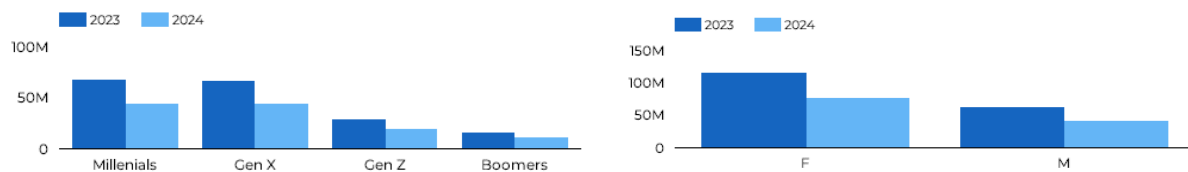
### New User Count Trend



This steep erosion of the acquisition funnel suggests that marketing efforts have failed to reach or convert new audiences.

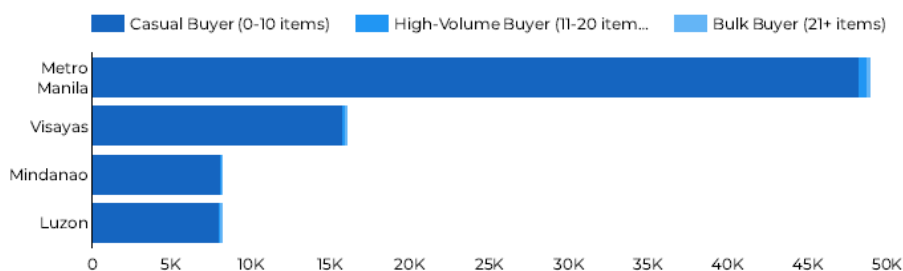
## 2. Declining Sales Volume Across All Segments

Total revenue and order volume declined by 33% YoY, signaling a broad downturn in business activity. This decline affected all major customer demographics and regional markets. Even the core customer groups—Millennials, Gen X, and female buyers—reduced their spending.



Moreover, most transactions are small-scale, with casual buyers (1–10 items) dominating the order mix. Bulk orders and high-volume purchasing remain rare, limiting upsell and scale opportunities.

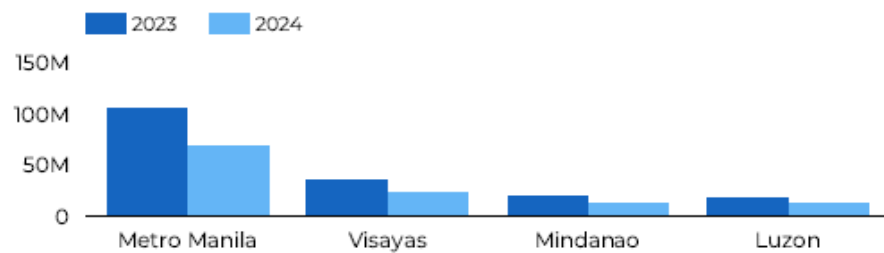
### Orders Per Buyer Persona & Location



## 3. Promotional and Regional Strategy Limitations

Although EskweGifts offers vouchers and discounts, there is little evidence that these are effectively stimulating demand. The lack of marketing spend data limits full ROI analysis, but the

trends suggest underperforming promotions and regionally uniform strategies. Metro Manila remains the top-performing area, yet even here, order volume is dropping.



Untapped potential exists in Visayas and Mindanao, where geographically targeted promotions could help revitalize interest.

## Drill-Down: Data Insights and Actionable Recommendations

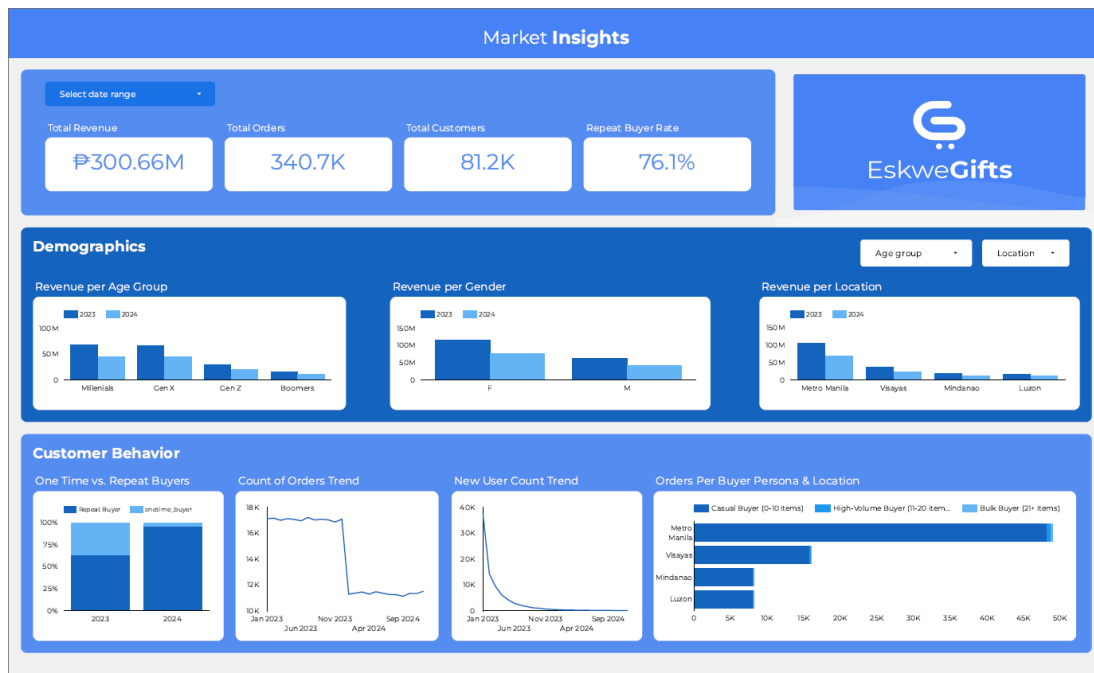
### Data Profile and Limitations

The dataset used was extracted from EskweGifts' internal database ([dabc17\\_ecommerce](#)) and included four tables: [orders](#), [sku](#), [users](#), and [vouchers](#). These captured transactional data, product details, customer demographics, and discount usage respectively. The dataset covered the full years of 2023 and 2024 and allowed regional analysis across Metro Manila, Luzon, Visayas, and Mindanao.

Despite its breadth, the dataset had key limitations. There were no records of marketing spend, inventory, customer feedback, or web behavior, which constrained our analysis of ROI and operational levers. Nonetheless, the data was sufficient for customer segmentation, trend detection, and behavior analysis.

### Marketing Dashboard Summary

To synthesize the findings, we developed a Google Looker Studio dashboard structured into three layers:



## 1. Executive Summary: Revenue and Customer Trends

- Revenue and orders declined by 33%, pointing to a substantial drop in business activity.
- Total customers fell by 11.6%, signaling a steep decline in new acquisition.
- Meanwhile, the repeat buyer rate climbed to 95.9%, showing strong loyalty.

## 2. Customer Demographics and Market Insights

- Millennials and Gen X customers were the top spenders, but their purchases dropped.
- Women remained the largest buying demographic, yet spending also declined.
- Metro Manila and Visayas remained strong markets, although their order volumes decreased.

## 3. Customer Behavior and Engagement

- One-time buyers collapsed from 37.13% to just 4.09% of total customers.
- New user sign-ups declined significantly.
- Most transactions were from casual buyers, with very few high-volume orders.

These findings highlighted the urgency of revitalizing EskweGifts' customer pipeline, expanding order volume, and fine-tuning promotional effectiveness.

## **Strategic Marketing Recommendations**

### **1. Revive Customer Acquisition**

- Reintroduce first-time buyer incentives (e.g., 10% off or free shipping).
- Launch referral programs to tap into existing customer networks.
- Expand paid ads using lookalike audiences based on loyal customers.
- Collaborate with influencers and strengthen SEO/content marketing.

### **2. Increase Customer Spending and Order Volume**

- Implement tiered "Buy More, Save More" promotions.
- Create personalized bundles and upsells based on buying history.
- Run retention campaigns targeting inactive buyers (3+ months idle).
- Develop B2B outreach campaigns to drive bulk purchases.

### **3. Optimize Promotions and Regional Strategies**

- Offer geo-targeted discounts, especially in Visayas and Mindanao.
- Refine targeting to core demographics (Millennials, Gen X, Female).
- A/B test different discount strategies to optimize ROI.
- Partner with local influencers to boost brand presence.

## **Conclusion: Turning Insights into Growth**

Through this 7-day analytics sprint, we provided EskweGifts with a clear diagnosis of their profit decline. The main culprit is not customer satisfaction or product quality, but a serious erosion of new customer acquisition and a contraction in order volume. Our dashboard and recommendations equip the Marketing Team with actionable levers to reverse these trends.

Though data limitations restricted some deeper financial analyses, our findings serve as a robust foundation for immediate action and strategic iteration. With focused efforts on acquisition, buyer engagement, and regional marketing, EskweGifts can convert insights into growth and secure its place in a competitive e-commerce landscape.