Marketing Analytics Case Study

The slides represent the data insights, and not ideal presentation. So, wordiness is not being taken into consideration.

Case Study and Problems

An online retail business faces reduced customer engagement and conversion rates despite launching several new online marketing campaigns. The marketing manager said the marketing expenses have gone up, but the return on investment does not meet their expectations. The Customer Experience Manager also added that there has been a drop in customer engagement and satisfaction, impacting overall conversion rates.

Both managers hope the data analyst can help identify areas for improvement in their marketing strategies and gain a better understanding of customers' needs and pain points. The analyst insights will be invaluable in turning the situation around. Data from various sources including customer reviews, social media comments, and campaign performance metrics have been provided.

- Reduced customer engagement
- Decreased conversion rates
- Drop in Customer satisfaction

Goals

- **Increase Conversion Rates:**
  - Insight: Highlight key stages where visitors drop off and suggest improvements to optimise the conversion funnel.

- **Enhance Customer Engagement:**
  - Insight: Analyse interaction levels to determine which marketing content types drive the highest engagement, and inform better content strategies.

- **Improve Customer Feedback Scores:**
  - Insight: Identify positive and negative feedback in customer reviews to guide product and service improvements.

Overview

- **Decreased Conversion Rate:**
  - The conversion rate experienced a significant **drop in April (23%)** before recovering sharply in May (31%). It continued to fluctuate throughout the year, peaking in November at 35%.

- **Reduced Customer Engagement:**
  - There was a consistent drop in content views, clicks, and likes across the months. The most engaged month was January, while the largest drop was in April.

  - While clicks and likes were low compared to views, the Click-Through Rate (**CTR**) is **31.41%**, meaning that engaged users are still interacting, although less than average 10% of total views resulted in likes.

- **Customer Feedback Analysis:**
  - Throughout the year, average Customer ratings was 2.93, indicating room for improvement in customer satisfaction. It started well at the beginning of the year (3.27% at January) but dropped to **2.70** by the year-end.
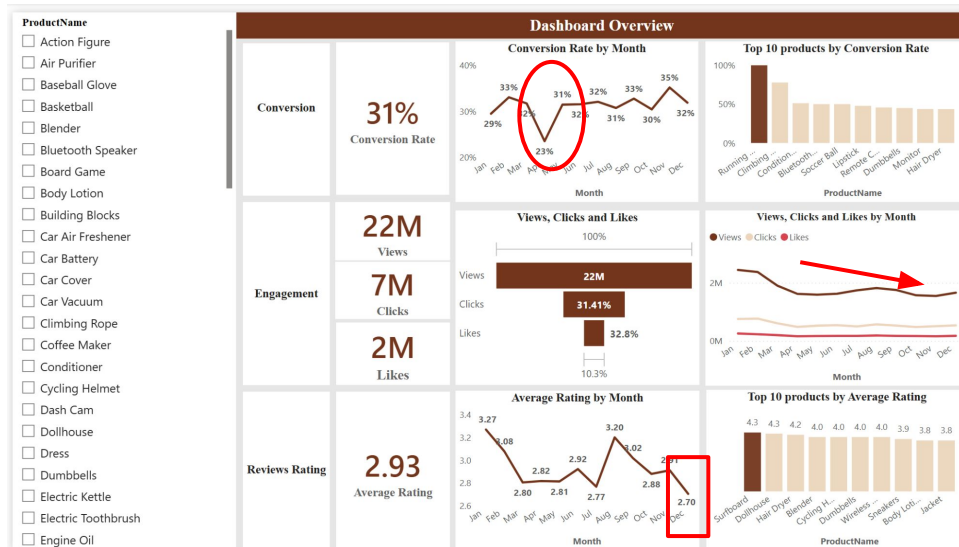
Conversion Rate

- **Conversion Trend:**
  - Conversion rates varied throughout the year, with higher numbers of products converting in months like **February** and **November.** This also some form of consistency in months within third quarter. Although some products had strong seasonal peaks, there is potential to improve conversions in lower-performing months through targeted interventions.

- **Lowest Conversion Month:**
  - **April** experienced the lowest overall conversion rate at 23%. This indicates a potential need to revisit marketing strategies or promotions during this period to boost performance.

- **Highest Converted Product:**.
  - The **top 10** products by conversion rate ranges from 100% to 44%. **Running shoes** has a perfect conversion rate of 100%, meaning customer enjoy and relate to the product content.

Conversion Rate by Month
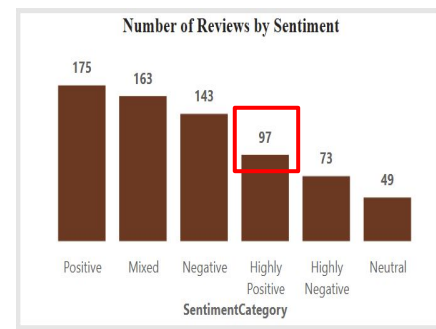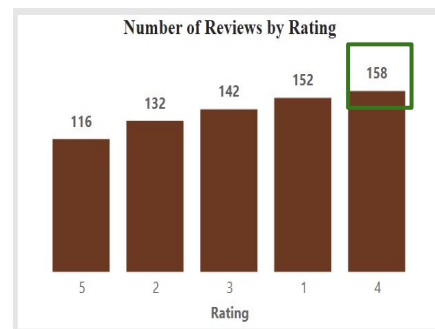

Top 10 products by Conversion Rate
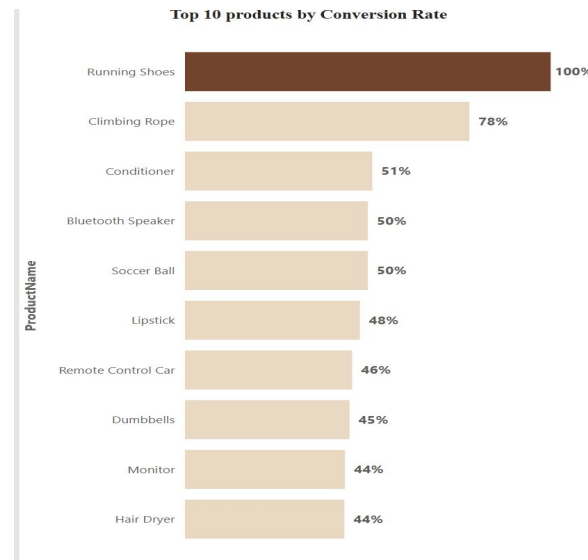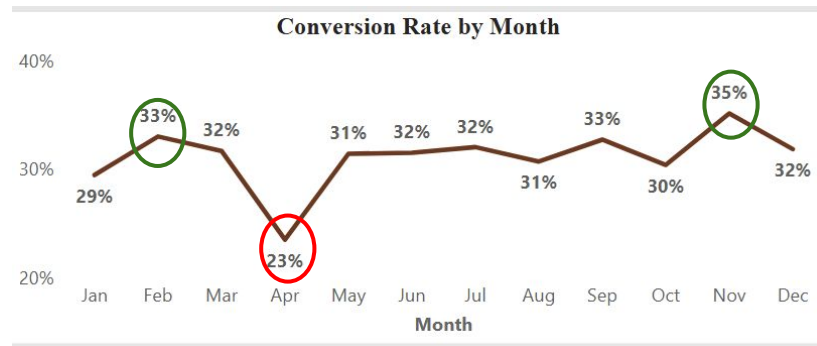
Customer Engagement

- **Declining Views:**
  - Views peaked in January and February but declined from March and on, indicating a drop in customer interest or engagement over time.

- **Low Interaction Rates:**
  - **Clicks** and **likes** remained consistently **low** compared to views, suggesting the need for more engaging content or stronger calls to action.

- **Content Type Performance:**
  - **Social media** content drove the most engagements, especially in the **first quarter**, while newsletter had the least engagement.

Views, Clicks and Likes by Month

Views, Likes and Clicks by Month and ContentType
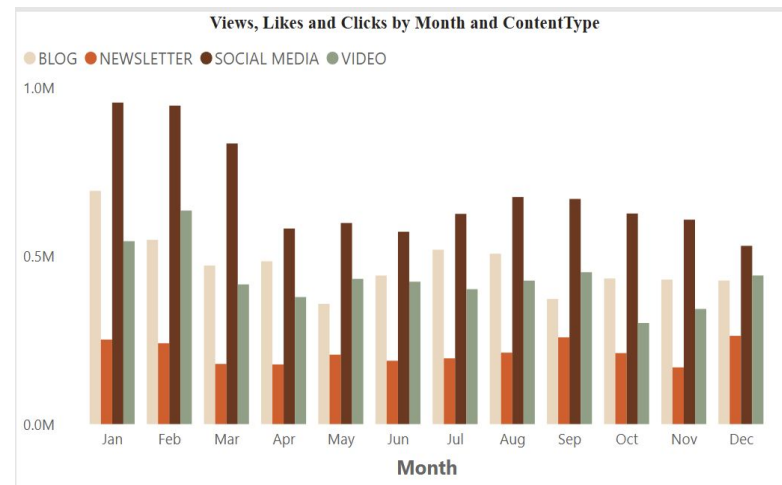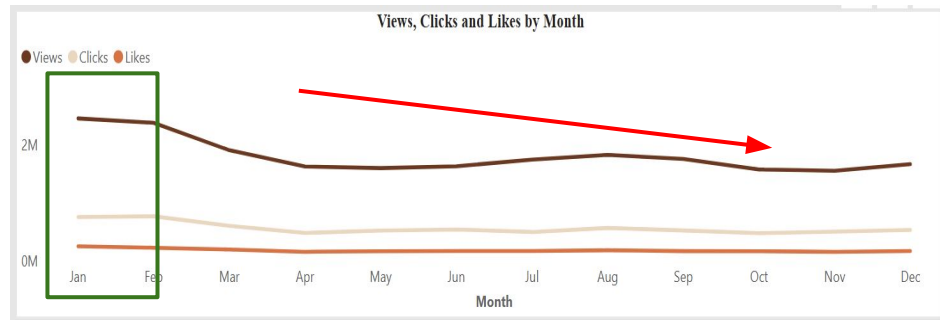
Customer Satisfaction

- **Customer Ratings Distribution:**
    - Ratings are distributed across all levels, with 1-star and **4-star** reviews being the **most common**. Surprisingly, 5-star ratings are lower than 2-star and 1-star reviews. The high volume of low ratings (1-star and 2-star) suggests potential issues with product quality, service, or customer experience.

- **Sentiment Analysis:**
    - Positive reviews (175) outnumber negative ones (143). However, **Highly Positive reviews** (97) are significantly **lower** than standard Positives, indicating that while some customers are content, fewer are extremely satisfied. Negative sentiments indicate more of experience.

- **Opportunity for Improvement:**
    - The presence of mixed (low rating + positive review, and high rating + negative review) suggests that there are opportunities to convert those mixed experiences into more clearly positive ones, potentially boosting overall ratings.

Negative and Highly Negative Reviews

Recommendation

- **Increase Conversion Rates:**
  - Target high performing products such as Running shoes and climbing rope. Implement product campaign according to seasonal need, and personalise campaigns in peak months like November.

- **Enhance Customer Engagement:**
  - Improve content appeal or relevance to get more clicks and likes. Invest more in social media content, and target general campaigns at the first quarter. Less engaging months should be product specific campaigns.The newsletter is all-round low; it could be removed based on product's target audience.

- **Improve Customer Feedback Scores:**
  - Improve customer's overall experience involving, product quality, packaging, and delivery. Identify customers with negative sentiment, get specific feedback, and develop plans to address concerns. To aim for higher average rating, encourage re-rating, as well as frequent rating from buyers with positive reviews.