

CUSTOMER ANALYSIS REPORT FOR SHOPEASY

Introduction

This study is a summary of what we learned from looking closely at ShopEasy's business success, conversion trends, and customer engagement. Based on what we found, we make ideas for how to improve marketing strategies and the customer experience.

1. Factors Influencing Customer Engagement

Results:

- Video-based content resulted in 40% more engagement than image or text-based campaigns.
- Sports products, particularly high-priced items like Kayaks and Surfboards, generated the most interactions.
- Regions with localized campaigns showed a 25% higher engagement rate compared to areas without localized promotions.

Recommendation:

- Increase the production of engaging video content.
- Allocate more budget to promote high-performing sports products like Kayaks, Surfboards, and Climbing Ropes.
- Continue region-specific campaigns to maximize reach.

2. Identifying Customer Drop-Off Points

Results:

- Spain had the highest drop-off points, particularly on the **Homepage** (10) and **Checkout** (5).
- Switzerland and Italy also experienced significant drop-offs, mainly on the **Homepage** and **Product Page**.
- Belgium, Netherlands, and the UK saw notable drop-offs across both Homepage and Checkout stages.
- Product Pages in Austria, Belgium, France, Germany, and Spain had moderate drop-off rates.
- Sweden had a balanced drop-off distribution across the Homepage and Checkout stages.

Recommendation:

- Enhance the Homepage experience by improving product visibility and reducing navigation friction.
- Streamline the checkout process to minimize drop-offs, particularly in Spain and Switzerland.
- Implement targeted re-engagement campaigns in regions with high drop-off rates.
- Provide personalized product recommendations to retain customers at the Product Page stage.

3. Impact of Customer Reviews on Purchasing Behavior

Results:

- Products like **Football Helmets** (Rating 5.0) and **Hockey Sticks** (Rating 4.4) had the highest conversion rates.
- **Tennis Rackets** (Rating 3.85) and **Golf Clubs** (Rating 3.5) received negative feedback, resulting in lower sales.
- Products with mixed sentiments, like **Kayaks** and **Basketballs**, showed higher cart abandonment rates.
- **Climbing Rope** and **Boxing Gloves** received consistently positive reviews, driving repeat purchases.
- Neutral sentiments were observed in the majority of reviews for mid-range products like **Running Shoes** and **Fitness Trackers**.

Recommendation:

- Promote highly-rated products such as **Football Helmets** and **Hockey Sticks** to boost conversions.
- Address concerns related to **Tennis Rackets** and **Golf Clubs** through quality improvements.
- Leverage positive sentiment in marketing campaigns for products with consistent positive reviews.
- Encourage more detailed product reviews to provide better insights for potential customers.

4. Product, Location, and Customer Segment Performance

Results:

- **Yoga Mats** were the top-performing product in Austria (Vienna) and Sweden (Stockholm) with a perfect rating of 5.0.
- **Golf Clubs** in Belgium (Brussels) and **Football Helmets** in Spain (Madrid) and the UK (London) also received excellent ratings (5.0).
- **Surfboards** in Italy (Rome) and Switzerland (Zurich) gained high customer satisfaction with a 5.0 rating.
- **Swim Goggles** in France (Paris) achieved strong performance with a 4.0 rating, contributing to regional sales.
- **Hockey Sticks** in the Netherlands (Amsterdam) maintained a consistent 4.67 rating, reflecting positive customer feedback.
- **Tennis Rackets** in Germany (Berlin) received a 5.0 rating, indicating strong acceptance among local customers.

Recommendation:

- Continue promoting Yoga Mats, Football Helmets, and Surfboards in their respective regions for sustained sales growth.
- Leverage positive product reviews in localized marketing campaigns.
- Investigate customer preferences in regions with high-performing products to identify future opportunities.
- Expand inventory and stock availability for highly-rated products to meet regional demand.

Conclusion

The analysis provides actionable insights into ShopEasy's customer engagement and conversion challenges. By implementing the suggested recommendations, ShopEasy can optimize its marketing strategies, reduce drop-off rates, and drive higher sales. Continuous monitoring and iterative improvements are essential to sustain these gains.