MARKETING ANALYTICS CASE STUDY

## RetailGenix (Fictional Business)

Kashish Lokhande

EXECUTIVE SUMMARY
INTRODUCTION TO BUSINESS PROBLEM

RetailGenix, an online retail brand, has launched several digital marketing campaigns but is seeing a drop in customer engagement and conversions. They've reached out for a data-driven analysis to uncover performance gaps and recommend strategies to optimize marketing ROI and improve customer response.
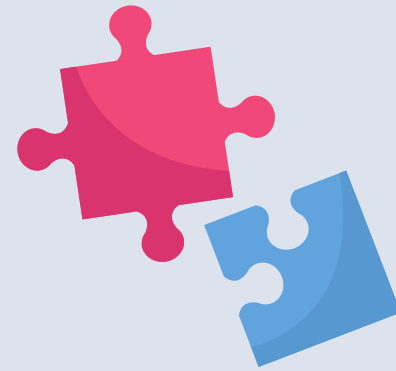
KEY CHALLENGES

- **Declining Customer Engagement**: Interaction with website content, ads, and marketing campaigns has noticeably dropped in recent months.
- **Lower Conversion Rates**: A growing number of site visitors are abandoning their journeys before completing a purchase.
- **Rising Marketing Costs**: Increased spending on digital campaigns is not translating into proportional revenue or customer growth.
- **Unanalyzed Customer Feedback**: Valuable input from customer reviews and social media is underutilized, limiting the ability to respond to customer needs and pain points.

STAKEHOLDER EMAILS

From: Jane Mehta
Position: Marketing Manager, RetailGenix
Subject: Need Help Analyzing Campaign Performance

Hi Kashish,

We've recently launched several digital marketing campaigns, but the results haven't met expectations. Engagement is down, and our conversion rates are dropping despite increased ad spend.

Could you help us analyze campaign performance and identify what's not working? We want to refocus our efforts where they'll have real impact.

Thanks,

Jane

STAKEHOLDER EMAILS

From: Rahul Verma
Position: Customer Experience Lead, RetailGenix
Subject: Request for Customer Feedback Insights

Hi Kashish,

We've collected a lot of customer reviews and social media comments, but haven't had time to dig into them.

Could you analyze this feedback to help us understand what our customers are really saying — and where we need to improve? It might help explain why engagement is down.
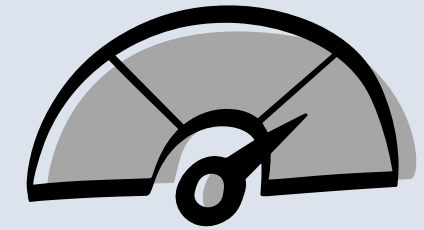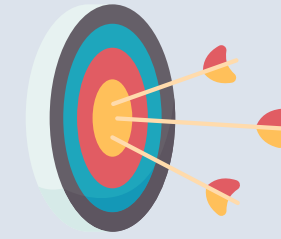
Best,

Rahul

KEY PERFORMANCE INDICATORS

- **Conversion Rate** – % of visitors who make a purchase
- **Engagement Rate** – Clicks, likes, comments on marketing content
- **Average Order Value (AOV)** – Avg. spend per transaction
- **Feedback Score** – Avg. customer review rating
- **ROAS** – Revenue earned per ₹1 spent on ads

BUSINESS GOALS

1. Increase Conversion Rates

Goal: Identify drop-off points in the customer journey

Insight: Recommend ways to improve the conversion funnel

2. Enhance Customer Engagement

Goal: Find out which content performs best

Insight: Optimize content strategy based on user interaction

3. Improve Feedback Scores

Goal: Analyze customer reviews for key themes

Insight: Address recurring issues to boost satisfaction