



ShopEasy Marketing Analytics

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INTRODUCTION

- **Business Challenges**

- Customer engagement and conversions are falling.
- Marketing spend is increasing but ROI is weak.
- Customer reviews suggest dissatisfaction, but no structured analysis has been done.

- **Objective**

- Diagnose the root causes of the 2024 performance drop.
- Provide data-driven recommendations to improve marketing ROI, engagement, and conversions.

Key Insights - Overall

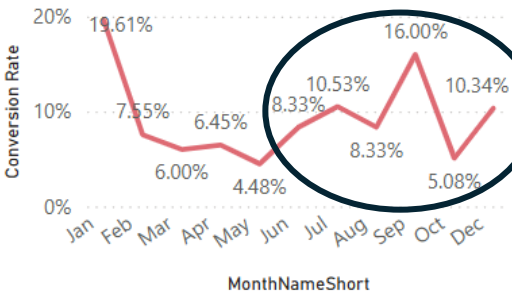
Decreased Conversion Rate: it had a rebound in September, but then experienced a notable drop

Conversion

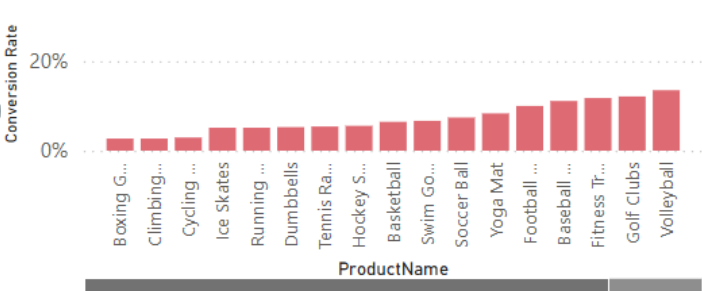
8.48%

Conversion Rate

Conversion Rate by MonthNameShort



Conversion Rate by ProductName



Social Media

2,982,369

Views

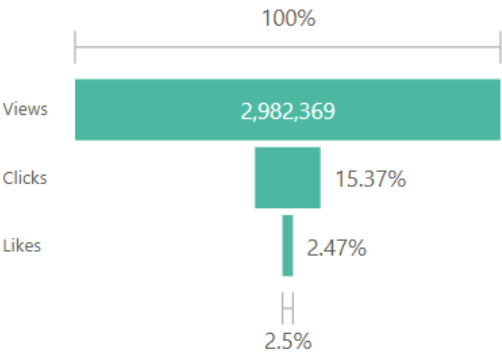
458,345

Clicks

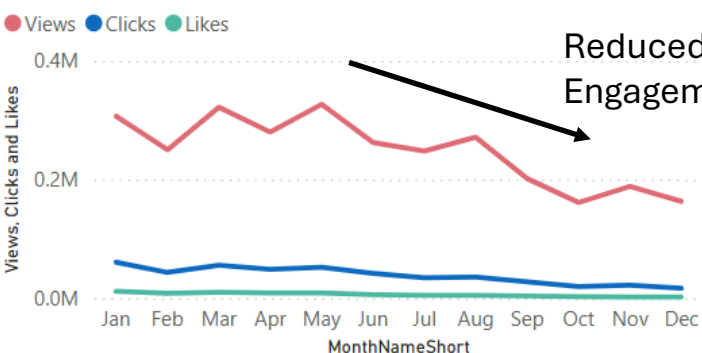
73,618

Likes

Views, Clicks and Likes



Views, Clicks and Likes by MonthNameShort



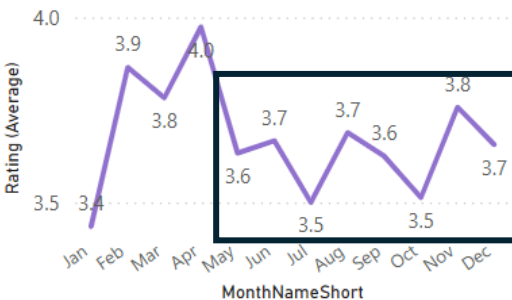
Reduced Customer Engagement

Customer Reviews

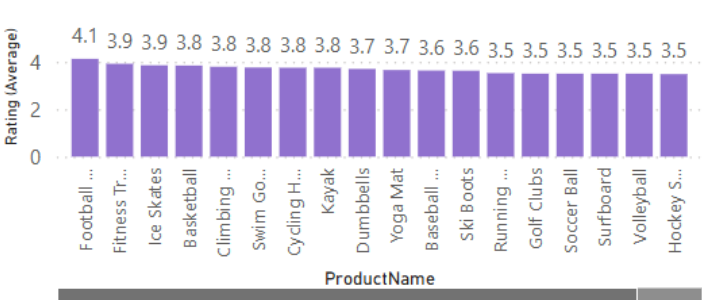
3.7

Rating (Average)

Rating (Average) by MonthNameShort



Rating (Average) by ProductName



The average rating is below the target of 4.0

Key Insights – Conversion Rates

- **Seasonality Drives Conversions**

- Ski Boots dominate winter, Kayaks & Surfboards dominate summer, team sports gear spikes during their respective seasons.

- **Marketing Gaps**

- Many products only see short bursts of conversions, so campaigns may not sustain engagement year-round.

- **Opportunities**

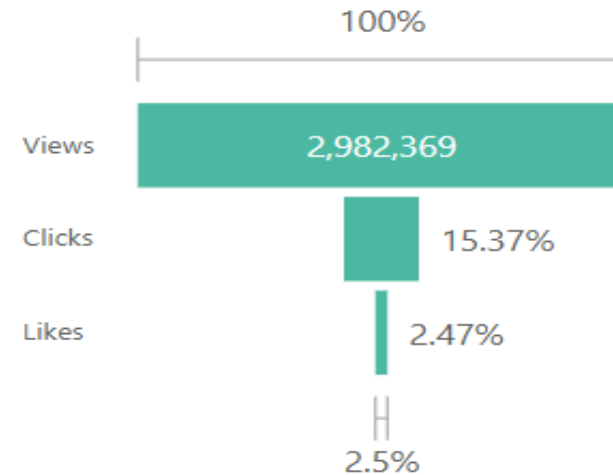
- Focus on promoting underperforming products outside their peak season with bundled offers.
- Leverage holiday sales (Oct–Dec) for fitness-related products.

| ProductName | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|-----------------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|------------|-----------|-----|------------|-----------|
| Ski Boots | 150% | 33% | 100% | | | | | 0% | | | | | 21% |
| Kayak | 0% | | | 20% | | 100% | 100% | | 33% | | | 100% | 18% |
| Surfboard | | 50% | 25% | 33% | 0% | | | | 50% | | | | 14% |
| Volleyball | 50% | | | | | 100% | | 50% | | 0% | | | 14% |
| Golf Clubs | 50% | | | | | | | 33% | 25% | 0% | | 25% | 12% |
| Fitness Tracker | 50% | | | | 50% | | | | 33% | | | 33% | 12% |
| Baseball Glove | 33% | | 20% | | | | | | | 200% | | | 11% |
| Football Helmet | 100% | 100% | | 0% | | | | 25% | | | | | 10% |
| Yoga Mat | 0% | | | | | 100% | 33% | | | | | | 8% |
| Soccer Ball | 0% | | | | | | | | 100% | | 0% | | 7% |
| Swim Goggles | | | | | | | | | 25% | | | 33% | 7% |
| Basketball | | | 0% | 50% | | | | | | | | 100% | 6% |
| Hockey Stick | | 33% | | | | | | 33% | | | | | 6% |
| Tennis Racket | | | | | | | | | 50% | 20% | | | 5% |
| Dumbbells | | | 0% | | | 33% | | | | | | 17% | 5% |
| Ice Skates | | | | | | | 67% | | | | | | 5% |
| Running Shoes | | | | | 17% | | | | 100% | | | | 5% |
| Cycling Helmet | | | | 20% | | | 0% | | | | 0% | | 3% |
| Boxing Gloves | | 0% | | | | | 33% | | | | | | 3% |
| Climbing Rope | | | | | | | 50% | | | | 0% | | 3% |
| Total | 20% | 8% | 6% | 6% | 4% | 8% | 11% | 8% | 16% | 5% | | 10% | 8% |

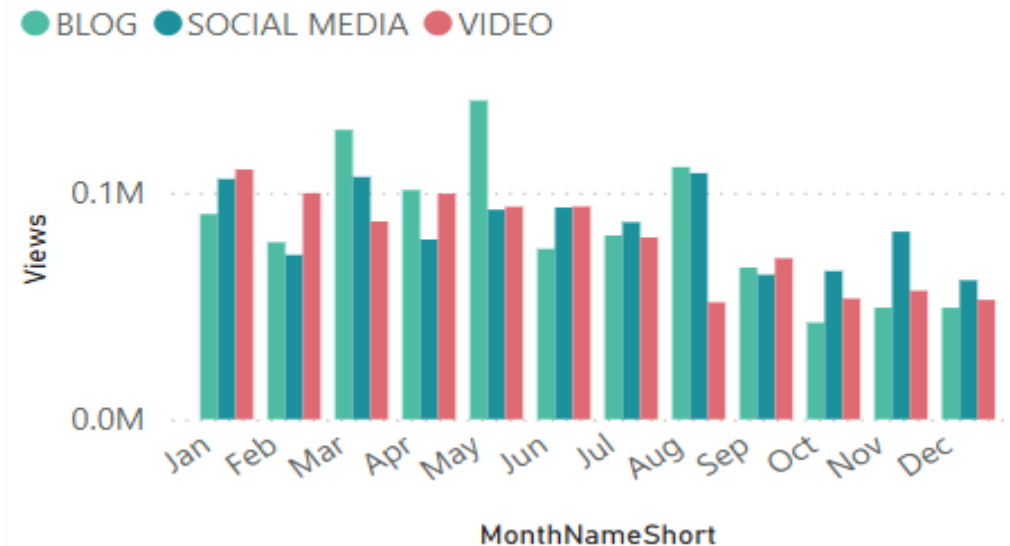
Key Insights – Customer Engagement

- **High Reach, Low Interaction**
 - While total views (~3M) are strong, only 15% convert to clicks and 2.5% to likes.
- **Blogs & Social Media Work Best**
 - Consistently higher engagement than video, which underperforms after early 2024.
- **Seasonal Gaps**
 - Weak engagement during summer and holiday months.
 - Missing out on periods where competitors may be capturing attention.

Views, Clicks and Likes



Views by MonthNameShort and ContentType



Key Insights – Customer Feedback

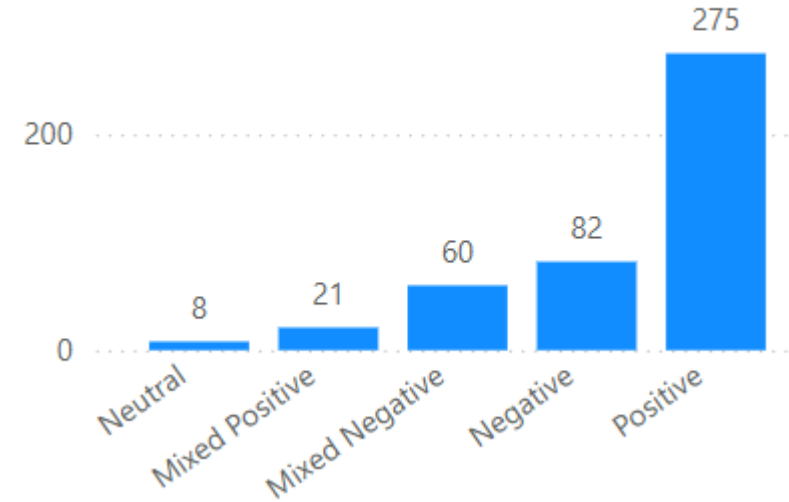
- **Sentiment Trends**

- Of the 446 analyzed reviews, over a quarter (28%) have a negative or mixed-negative sentiment.
- many of these negative comments are related to specific issues, like "Terrible customer service," "Not worth the money," or "Did not meet my expectations."

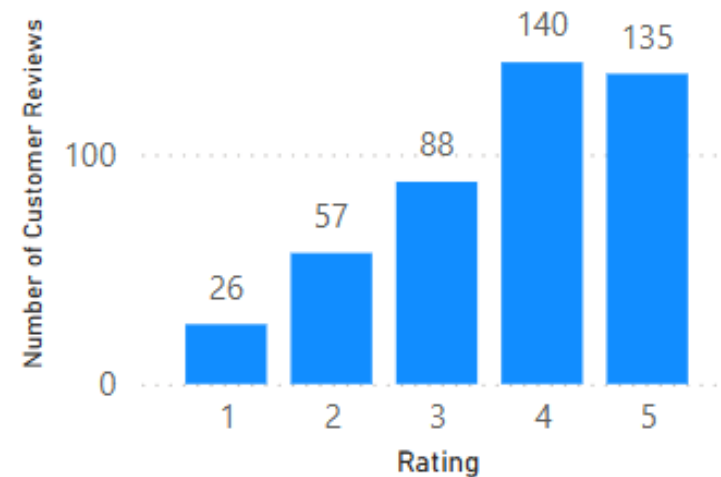
- **Rating Distribution**

- The high number of 1, 2, and 3-star reviews directly impacts our average rating.

Number of Customer Reviews by SentimentCategory



Number of Customer Reviews by Rating



Recommendations

- **Leverage Seasonal Opportunities**
 - Create year-round campaigns for products that currently only see seasonal conversion spikes, using bundled offers and promotions to sustain interest.
 - Capitalize on the holiday season (October–December) by promoting fitness-related products with targeted ads and special sales.
- **Optimize Marketing Channels**
 - Shift marketing spend away from underperforming channels, specifically video, and reallocate resources to channels with higher engagement, such as blogs and social media.
 - Focus on quality of content to increase clicks and likes rather than just aiming for views.
- **Enhance Customer Satisfaction**
 - Address common pain points in negative and mixed-negative reviews, such as unclear instructions, products not meeting expectations, and late deliveries.
 - Implement a proactive customer feedback loop to resolve issues before they result in a negative review.