**Marketing Analytics Business Case**

**Introduction:**

ShopEasy, an online retail business, faces reduced customer engagement and conversion rates despite launching several new online marketing campaigns. They are reaching out to help conduct a detailed analysis and identify areas for improvement in their marketing strategies.

**Key Points:**

* **Reduced Customer Engagement:** Customer interactions and engagement with the site and marketing content have declined.
* **Decreased Conversion Rates:** Fewer site visitors are converting into paying customers.
* **High Marketing Expenses:** Significant investments in marketing campaigns are not yielding expected returns.
* **Need for Customer Feedback Analysis:** Understanding customer opinions about products and services is crucial for improving engagement and conversions.

**Key Performance Indicators (KPIs):**

* **Conversion Rate:** Percentage of website visitors who make a purchase.
* **Customer Engagement Rate:** Level of interaction with marketing content (clicks, likes, comments).
* **Average Order Value (AOV):** Average amount spent by customer per transaction.
* **Customer Feedback Score:** Average rating from customer reviews.

**Data Sources & Tables:**

* **Customer Journey Table:** Track customer movements through the website to analyze the conversion funnel.
* **Engagement Data Table:** Measure engagement with different types of content.
* **Customer Reviews Table:** Analyze customer feedback to identify common themes and sentiment.
* **Customer Table:** Provide additional information about customers.
* **Geography Table:** Provide additional geographical information about customers.
* **Products Table:** Provide additional information about Products.

**Goals**

* **Increase Conversion Rates:**
  + **Goal:** Identify factors impacting the conversion rate and provide recommendations to improve it.
  + **Insight:** Highlight key stages where visitors drop off and suggest improvements to optimize the conversion funnel.
* **Enhance Customer Engagement:**
  + **Goal:** Determine which types of content drive the highest engagement.
  + **Insight:** Analyze interaction levels with different types of marketing content to inform better content strategies.
* **Improve Customer Feedback Scores:**
  + **Goal:** Understand common themes in customer reviews and provide actionable insights.
  + **Insight:** Identify recurring positive and negative feedback to guide product and service improvements.