



*Marketing
Analysis*

DATA PRESENTATION

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Overview

Introduction:

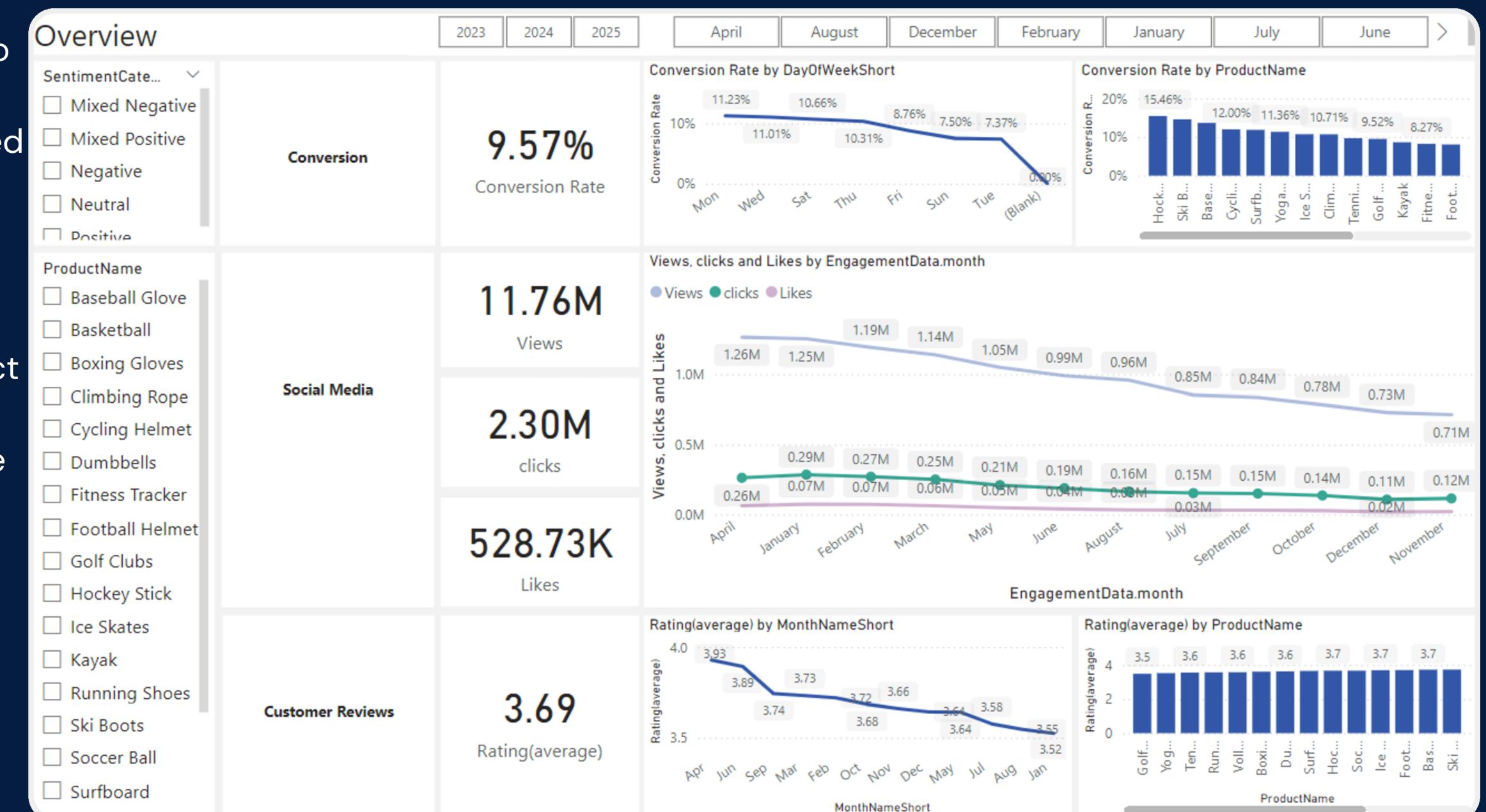
- The Overview Page serves as the starting point for understanding marketing performance. Its goal is to provide a comprehensive and concise view of the customer journey, conversion rates, and time-based trends to analyze overall performance.

Customer Journey Breakdown:

- This page illustrates the different stages of the customer journey, starting from viewing the product to completing the purchase.
- This analysis helps us identify where customers are being lost (Drop-offs) and where success is being achieved (Purchases).

Time-Based Trends:

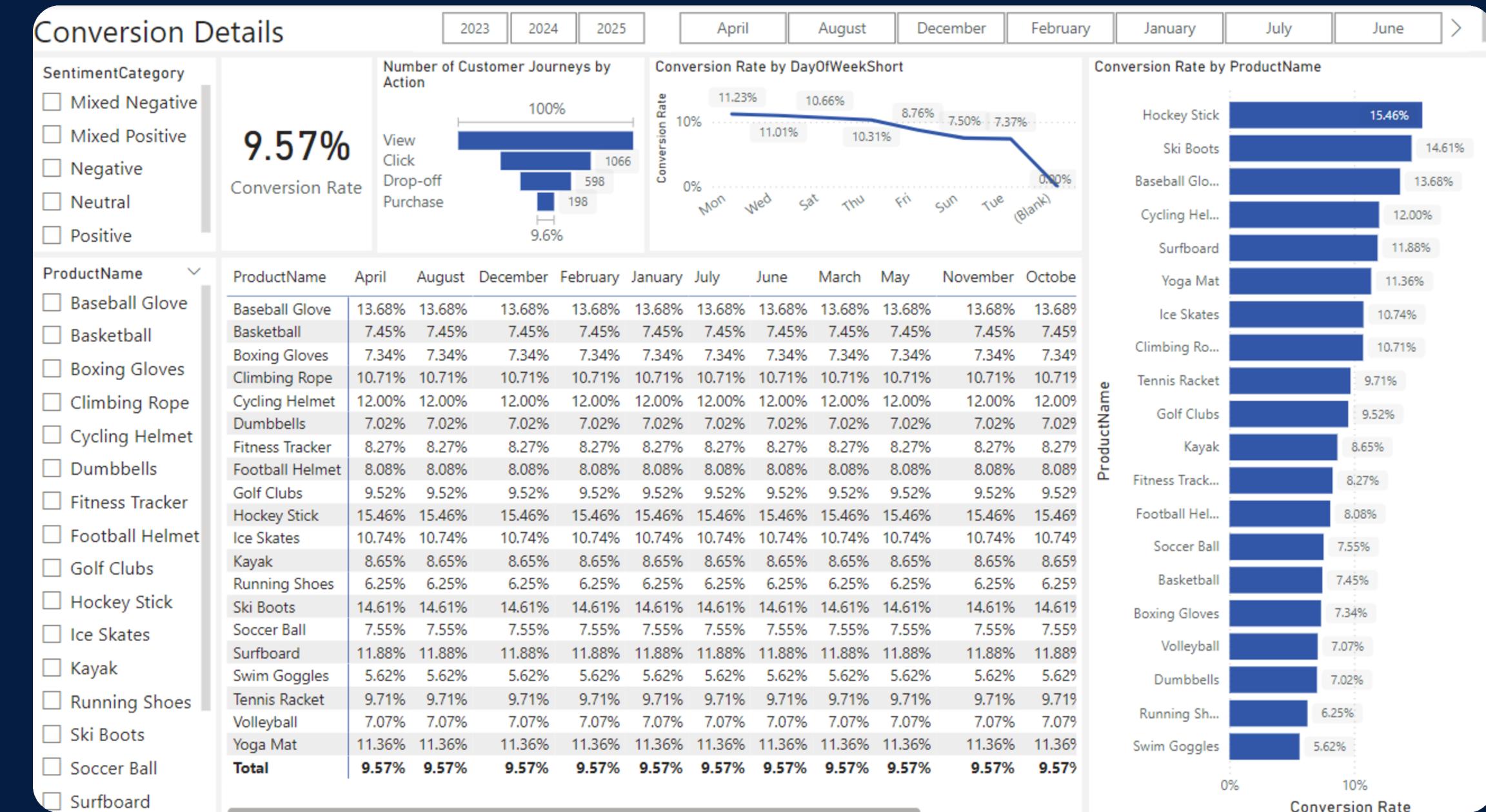
- Time-based trends show us how marketing performs across months or years.
- We can use this data to identify the periods when campaigns achieve the best results, such as seasonal or promotional periods.



Conversion Rate

- It shows the percentage of customers who moved from viewing the product to completing the purchase.
- This helps us identify which campaigns or products are performing well and determine the strategies that need improvement.

For example: our current conversion rate is 9.57%, meaning that out of every 100 customers, approximately 10 complete a purchase.



Social Media Performance

Declining Views:

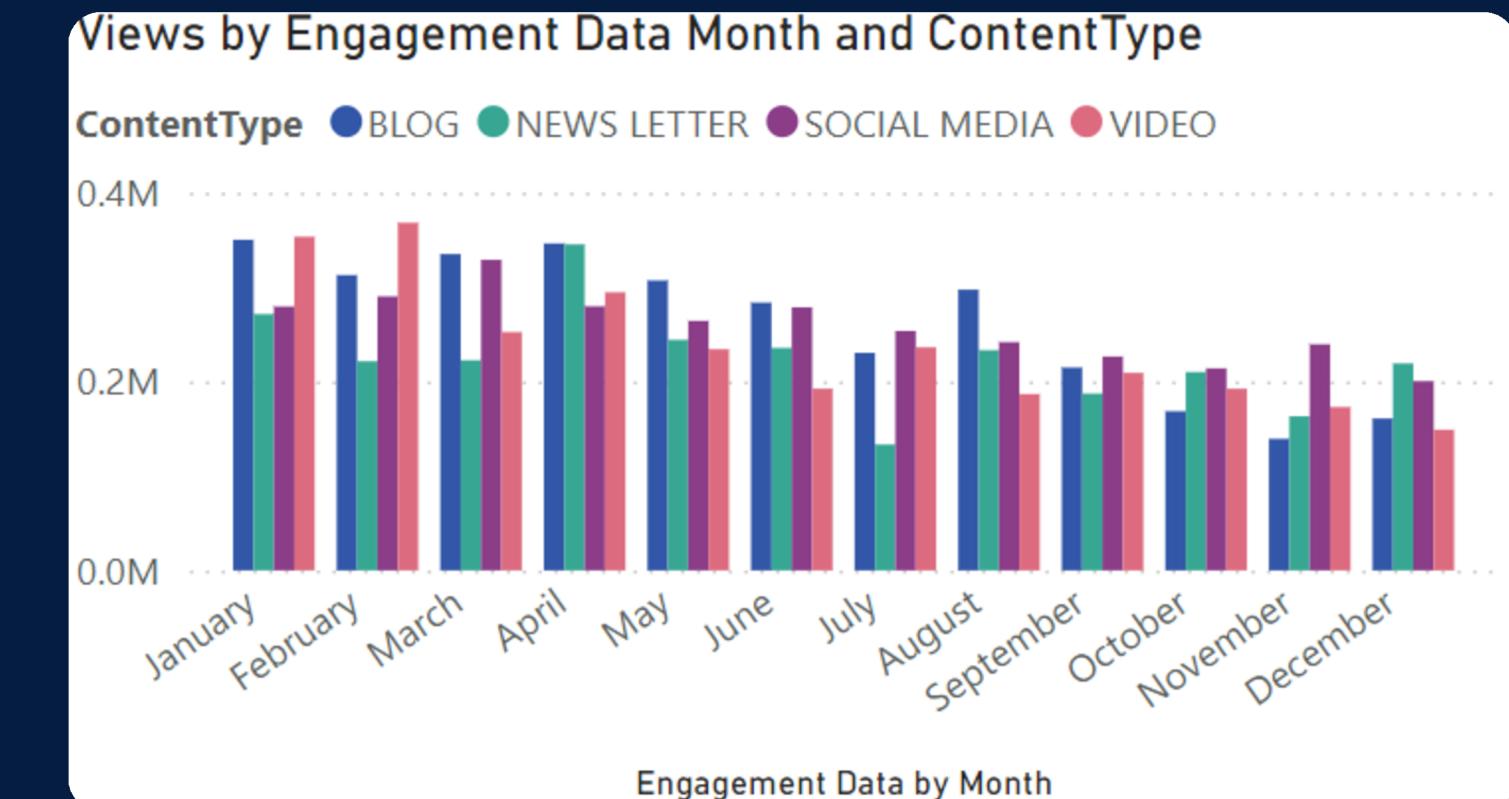
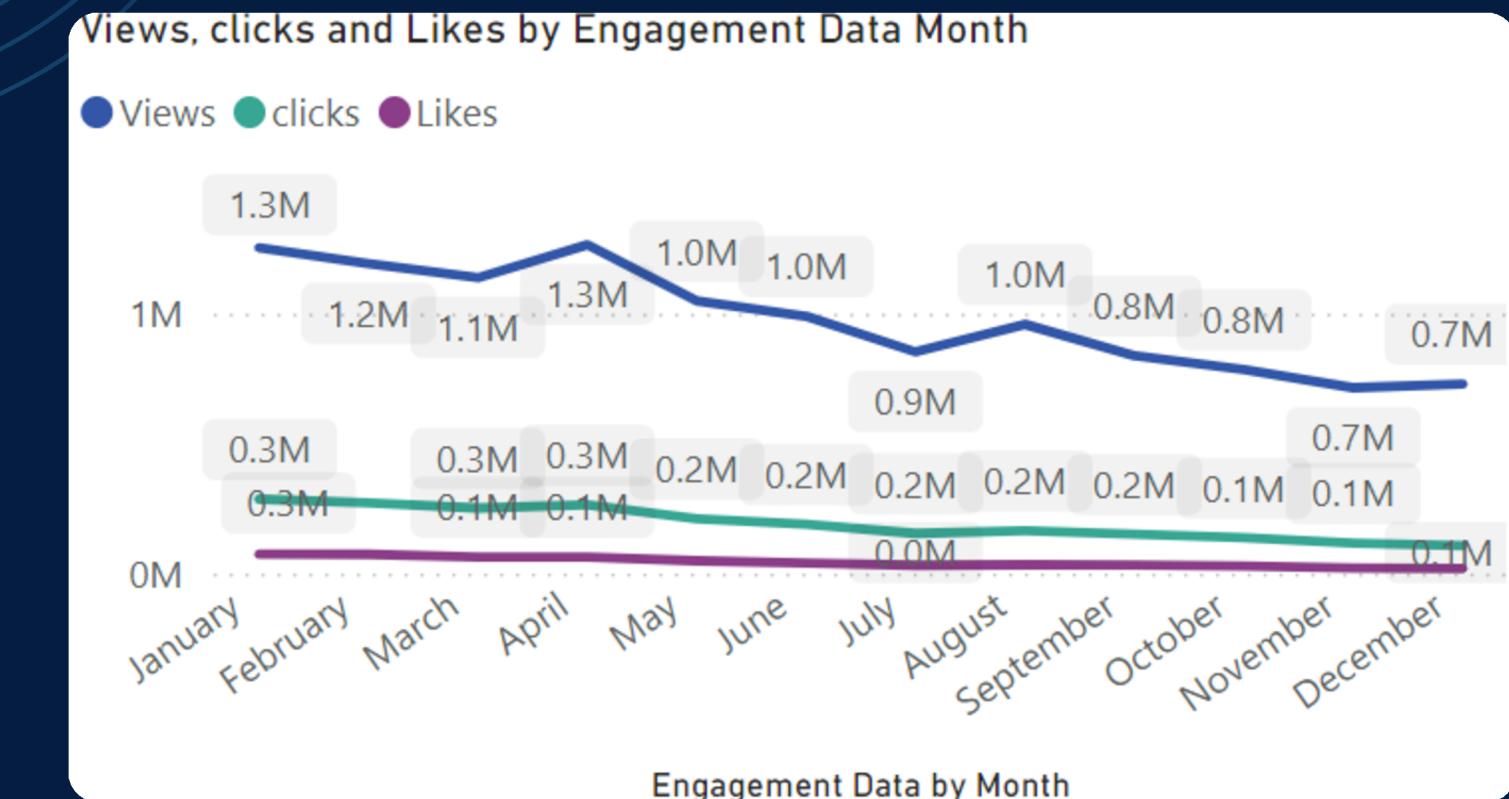
- Views peaked in January and April but declined from August and on, indicating almost reduced audience engagement in the later half of the year.

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:

- Blog content drove the most views, especially in January and April, while News Letter and video content maintained steady but slightly lower engagement.



Customer Feedback

Customer Ratings Distribution:

- The majority of customer reviews are in the higher ratings, with 431 reviews at 4 stars and 409 reviews at 5 stars, indicating overall positive feedback. Lower ratings (1-2 stars) account for a smaller proportion, with 80 reviews at 1 star and 153 reviews at 2 stars.

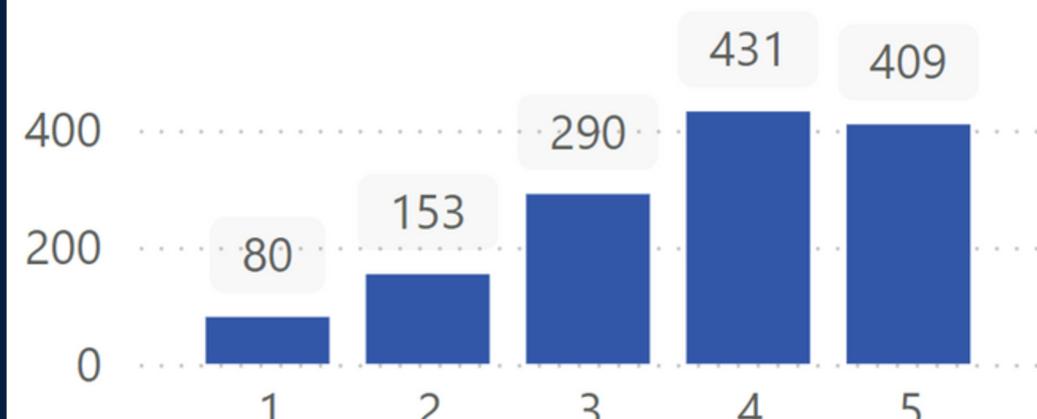
Sentiment Analysis:

- Positive sentiment dominates with 840 reviews, reflecting a generally satisfied customer base. Negative sentiment is present in 226 reviews, with a smaller number of mixed and neutral sentiments, suggesting some areas for improvement but overall strong customer approval.

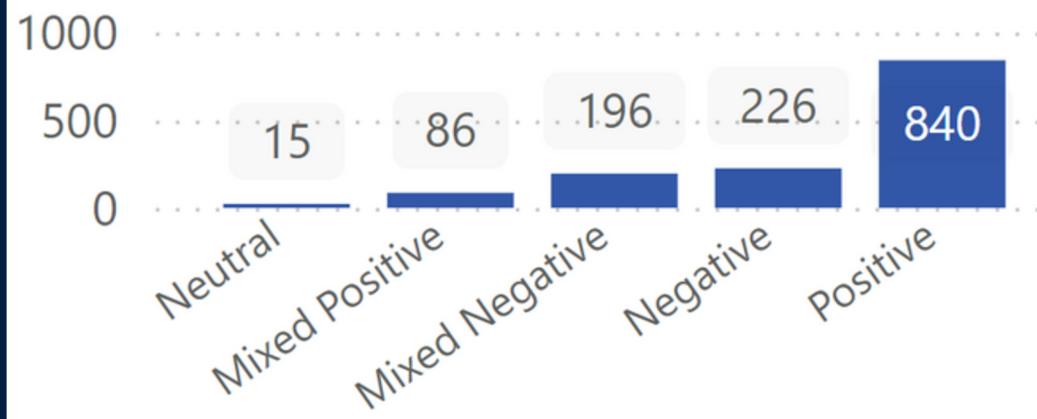
Opportunity for Improvement:

- The presence of mixed positive and mixed negative sentiments suggests that there are opportunities to convert those mixed experiences into more clearly positive ones, potentially boosting overall ratings. Addressing the specific concerns in mixed reviews could elevate customer satisfaction.

Number of customer reviews by Rating



Number of customer reviews by SentimentCategory



Goal & Action

Goal

Optimize Marketing Strategies:

- Leverage customer sentiment, conversion trends, and product performance insights to refine.
- marketing efforts and improve customer acquisition, retention, and engagement.

Increase Conversion Rates:

- Analyze customer journey stages to identify bottlenecks, reduce drop-offs, and enhance the purchasing process.

Enhance Customer Experience:

- Use customer feedback and sentiment analysis to improve products, services, and marketing campaigns, ensuring higher customer satisfaction and loyalty.

Action

Improve Customer Journey:

- Address the drop-off points in the customer journey (View → Click → Purchase) to boost conversion rates.

Leverage Positive Sentiment:

- Amplify content or products with positive reviews to drive more engagement and conversions.

Address Negative Feedback:

- Analyze negative reviews for common issues and prioritize solutions.

Address Negative Feedback:

- Analyze negative reviews for common issues and prioritize solutions.