

# Marketing Analytics — Presentation

# Overview

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- **Decreased Conversion Rates:**

- The conversion rate met a strong fall in October to 6.15 % , despite a notable raise to 12.2 % in September. Could be due to seasonal phenomenon, a campaign run, Special Discount, Festival Purchase, etc.,

- **Reduced Customer Engagement:**

- There is a decline in overall social media engagement, with views dropping throughout the year.
- Likes has seen a significant drop of almost 10%, compared to views drop of 4 % , the engagement gap highlights a need to refresh content strategy to refresh audience connection.

- **Customer Feedback Analysis:**

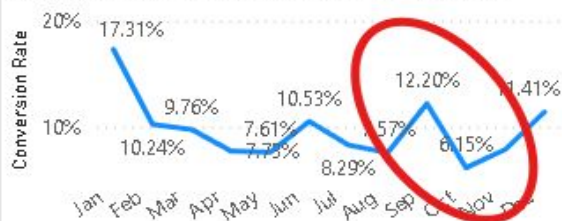
- Customer ratings have remained consistent, averaging around 3.69 throughout the year.
- Although stable, the average rating is below the target of 4.0, suggesting a need for focused improvements in customer satisfaction, for products below 3,5.

Conversion

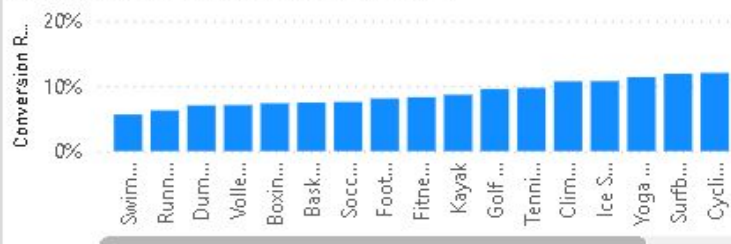
9.57%

Conversion Rate

Conversion Rate by MonthNameShort



Conversion Rate by ProductName



Social Media

12M

Views

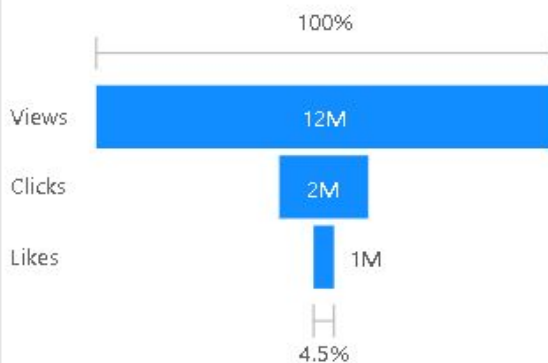
2M

Clicks

529K

Likes

Views, Clicks and Likes



%GT Views, %GT Clicks and %GT Likes by MonthNameShort



Customer Rating

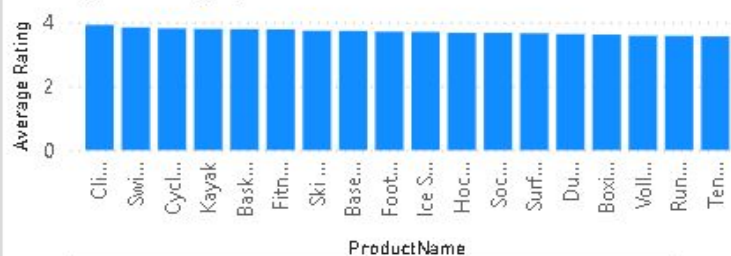
3.69

Rating Avg

Average Rating by MonthNameShort



Average Rating by ProductName



# Decreased Conversion Rates

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- **General Conversion Trend:**

- Throughout the year, conversion rates varied, with higher numbers of products converting successfully in month of September and December. This suggests that while some products had strong seasonal peaks, there is potential to improve conversions in lower-performing months through targeted interventions.

- **Lowest Conversion Month:**

- October experienced the lowest overall conversion rate at 6.15%, with no products standing out significantly in terms of conversion. This indicates a potential need to revisit marketing strategies or promotions during this period to boost performance.

- **Highest Conversion Rates:**

- January recorded the highest overall conversion rate at 17.31%, driven significantly by the Ski Boots with a remarkable 100% conversion. This indicates a strong start to the year, likely fueled by seasonal demand and effective marketing strategies.

| ProductName     | Jan     | Feb    | Mar    | Apr    | May     | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Total  |
|-----------------|---------|--------|--------|--------|---------|--------|--------|--------|--------|--------|--------|--------|--------|
| Baseball Glove  | 22.22%  | 12.50% | 7.69%  |        | 11.11%  | 11.11% | 12.50% |        | 40.00% | 22.22% | 50.00% |        | 13.68% |
| Basketball      |         | 50.00% | 16.67% | 20.00% |         |        |        |        | 12.50% |        | 12.50% | 33.33% | 7.45%  |
| Boxing Gloves   | 9.09%   |        |        |        |         | 10.00% | 8.33%  | 12.50% |        | 11.11% | 10.00% | 28.57% | 7.34%  |
| Climbing Rope   | 11.11%  | 20.00% | 28.57% | 12.50% | 6.67%   | 12.50% | 14.29% | 14.29% | 7.69%  | 9.09%  |        |        | 10.71% |
| Cycling Helmet  |         | 33.33% | 20.00% | 30.00% | 16.67%  | 8.33%  |        | 14.29% | 10.00% | 8.33%  |        |        | 12.00% |
| Dumbbells       |         |        | 16.67% | 12.50% |         | 40.00% |        |        | 10.00% | 11.11% | 20.00% | 8.33%  | 7.02%  |
| Fitness Tracker | 16.67%  |        | 10.00% |        | 8.33%   | 33.33% |        |        | 16.67% |        | 7.69%  | 14.29% | 8.27%  |
| Football Helmet | 25.00%  | 28.57% | 7.69%  | 16.67% |         |        | 8.33%  | 11.11% | 10.00% |        |        |        | 8.08%  |
| Golf Clubs      | 12.50%  | 11.11% |        | 10.00% | 14.29%  |        | 16.67% | 25.00% | 12.50% |        |        | 10.00% | 9.52%  |
| Hockey Stick    | 22.22%  | 40.00% | 11.11% |        | 25.00%  |        | 12.50% | 10.00% | 20.00% |        | 14.29% | 57.14% | 15.46% |
| Ice Skates      |         |        | 12.50% |        |         | 9.09%  | 30.00% | 16.67% | 22.22% | 11.11% | 20.00% | 25.00% | 10.74% |
| Kayak           |         | 16.67% | 20.00% | 8.33%  |         | 16.67% | 11.11% |        | 10.00% | 14.29% |        | 16.67% | 8.65%  |
| Running Shoes   | 12.50%  | 8.33%  |        | 10.00% | 10.00%  |        |        |        | 20.00% |        | 14.29% |        | 6.25%  |
| Ski Boots       | 100.00% | 10.00% | 20.00% | 12.50% | 11.11%  | 10.00% | 12.50% | 40.00% |        |        |        |        | 14.61% |
| Soccer Ball     | 75.00%  |        | 8.33%  | 9.09%  |         |        |        | 10.00% | 14.29% |        | 9.09%  |        | 7.55%  |
| Surfboard       | 33.33%  | 8.33%  | 10.00% | 11.11% | 150.00% | 15.38% |        |        | 11.11% | 10.00% |        |        | 11.88% |
| Swim Goggles    | 20.00%  |        |        |        |         |        |        | 14.29% | 14.29% |        |        | 33.33% | 5.62%  |
| Tennis Racket   | 33.33%  | 7.69%  | 25.00% | 12.50% | 25.00%  | 11.11% |        |        | 28.57% | 7.14%  | 20.00% |        | 9.71%  |
| Volleyball      | 22.22%  |        |        | 11.11% |         | 33.33% |        | 10.00% |        |        |        | 12.50% | 7.07%  |
| Yoga Mat        | 40.00%  | 12.50% | 11.11% |        |         | 16.67% | 30.77% |        |        |        |        | 16.67% | 11.36% |
| Total           | 17.31%  | 10.24% | 9.76%  | 7.73%  | 7.61%   | 10.53% | 8.29%  | 7.57%  | 12.20% | 6.15%  | 7.88%  | 11.41% | 9.57%  |

# Reduced Customer Engagement

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- **Declining Views:**

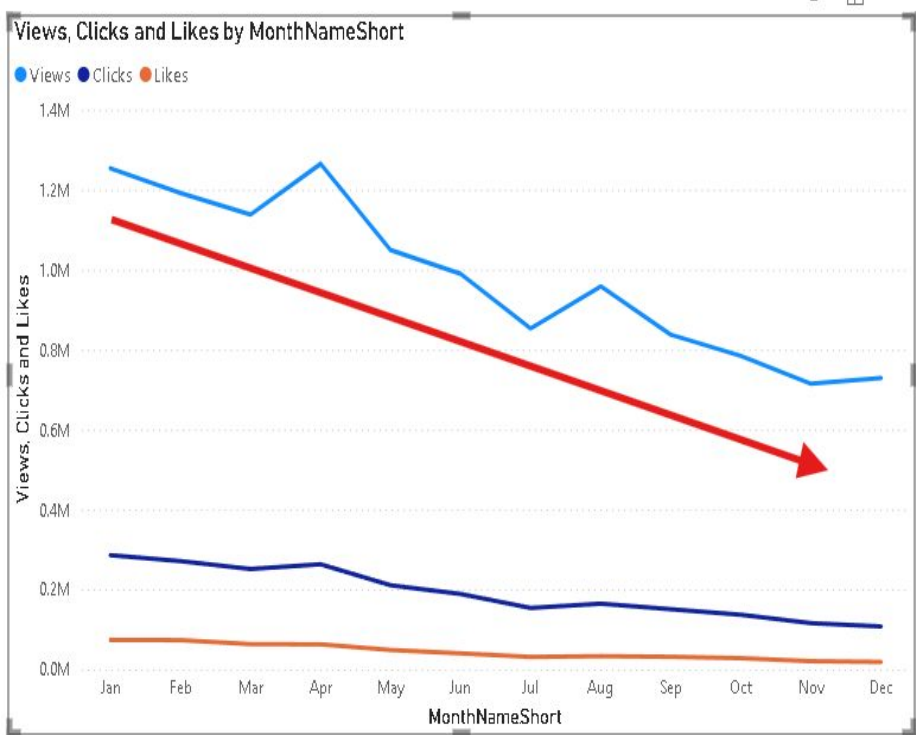
- Views were on peak in January and April but declined from May and on, indicating reduced audience engagement in the later half of the year.

- **Low Interaction Rates:**

- Clicks and likes remained consistently low compared to views, suggesting the need for more engaging content or stronger calls to action.

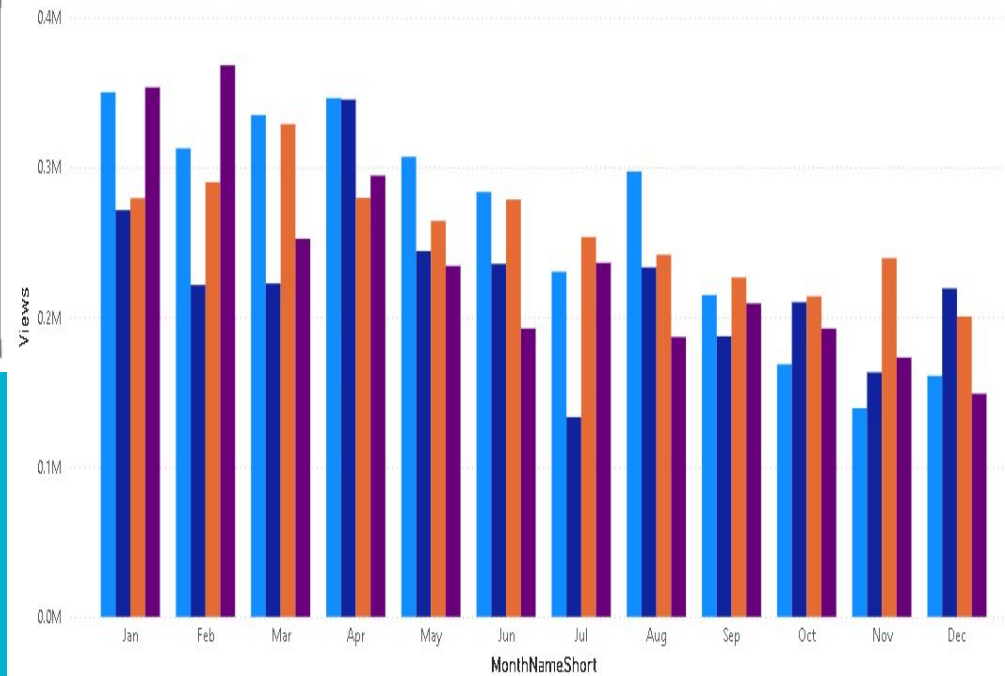
- **Content Type Performance:**

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



### Views by MonthNameShort and ContentType

ContentType BLOG NEWSLETTER SOCIAL MEDIA VIDEO



# Customer Feedback Analysis

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- **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:**

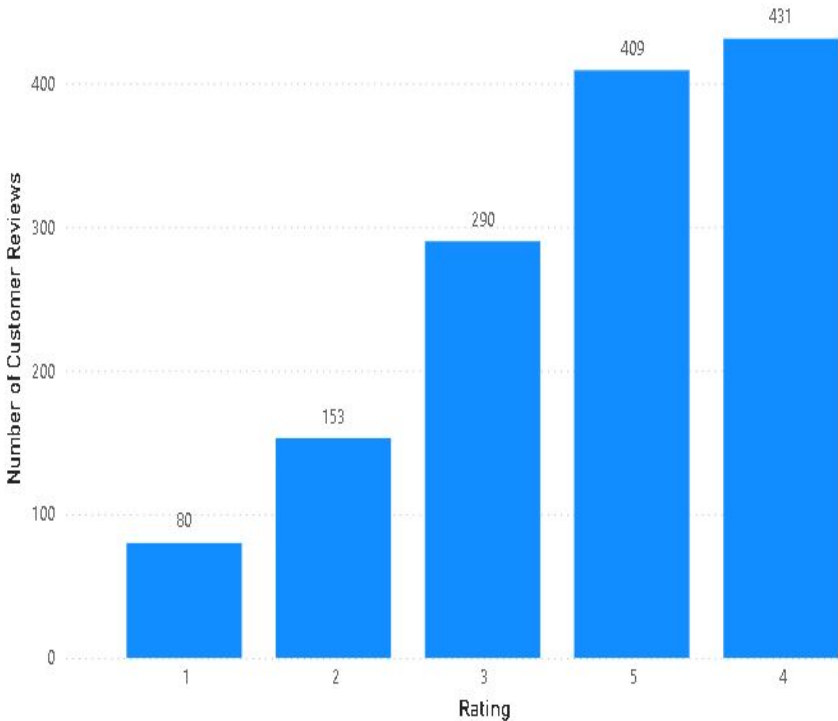
- Positive sentiment dominates with 840 reviews, reflecting a generally satisfied customer base. Negative sentiment is present in 226 reviews, with a smaller number of mixed and neutral sentiments, suggesting some areas for improvement but overall strong customer approval.

- **Opportunity for Improvement:**

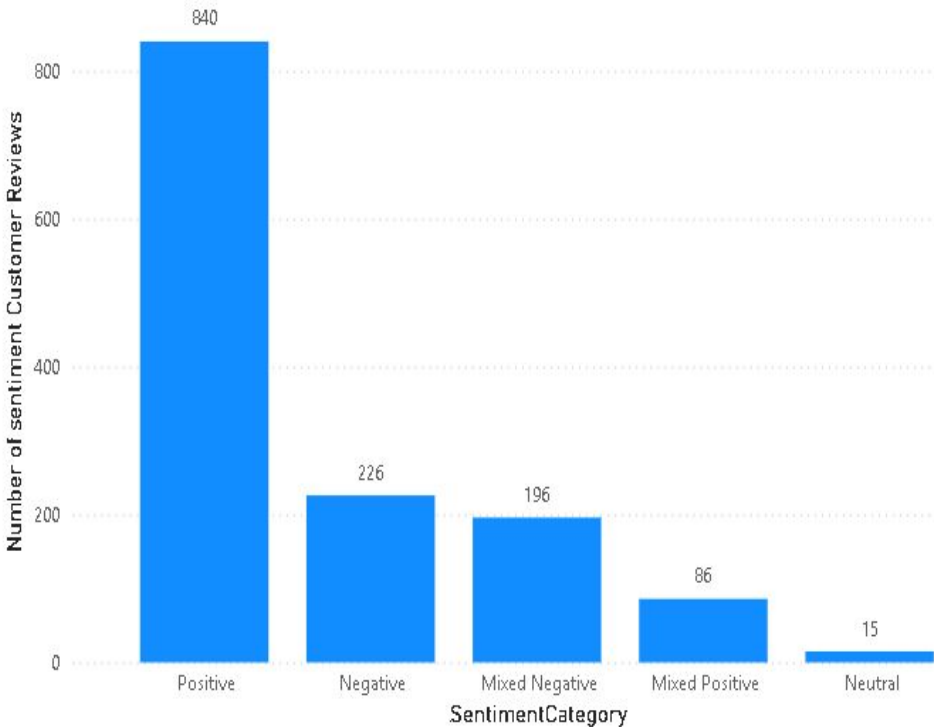
- The presence of negative, mixed positive and mixed negative sentiments suggests that there are opportunities to convert those negative and mixed experiences into more clearly positive ones, potentially boosting overall ratings. Addressing the specific concerns in mixed reviews could elevate customer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



Number of Customer Reviews by Rating



Number of sentiment Customer Reviews by SentimentCategory



# Goals

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- **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.

# Actions

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- **Increase Conversion Rates:**

- Target High-Performing Product Categories: Focus marketing efforts on products with demonstrated high conversion rates, such as Ski Boots, Soccer ball and Yoga Mat. Implement seasonal promotions or personalized campaigns during peak months (e.g., January and September) to capitalize on these trends.

- **Enhance Customer Engagement:**

- Revitalize Content Strategy: To turn around declining views and low interaction rates, experiment with more engaging content formats, such as interactive videos or user-generated content. Additionally, boost engagement by optimizing call-to-action placement in social media and blog content, particularly during historically lower-engagement months (September-December).

- **Improve Customer Feedback Scores:**

- Address Mixed and Negative Feedback: Implement a feedback loop where mixed and negative reviews are analyzed to identify common issues. Develop improvement plans to address these concerns. Consider following up with dissatisfied customers to resolve issues and encourage re-rating, aiming to move average ratings closer to the 4.0 target.