

## ShopEase Online E-commerce Transactions and Clickstream Analysis in SQL and Power BI

ShopEase Online, a growing e-commerce platform, aims to better understand how customers browse, engage, and convert across its website. Recent analytics have shown fluctuations in customer activity, conversion rates, product performance, and user engagement across different devices, countries, and customer segments.

With increasing competition and customer acquisition costs, the company wants to use data more effectively to:

- Improve customer retention
- Strengthen the purchase funnel
- Optimize product offerings
- Enhance the website user experience
- Personalize marketing campaigns

The platform collects detailed multi-table data, including customer profiles, website sessions, clickstream behavior, orders, order items, and customer reviews. However, this data must be analyzed holistically to uncover hidden patterns, identify bottlenecks, and derive insights that can improve overall business performance.

You have been tasked with analyzing this multi-table e-commerce and clickstream dataset to answer the following key business question:

**“How can ShopEase leverage customer, clickstream, and transactional data to understand user behavior, improve conversions, and optimize marketing and product strategies across the entire customer journey?”**