

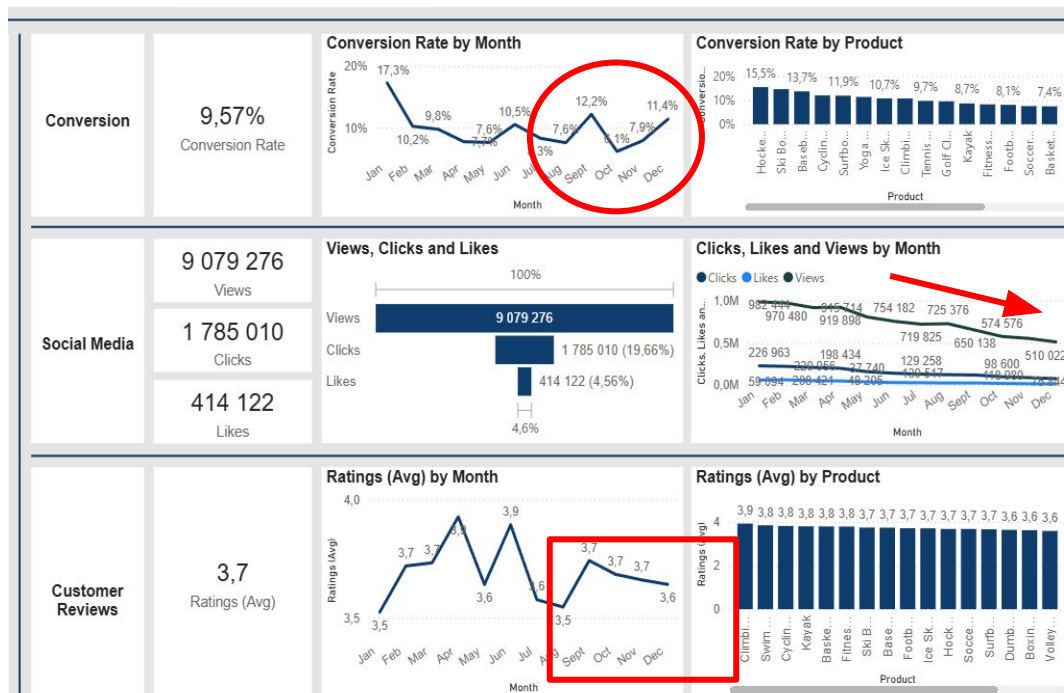
# Marketing Analytics Portfolio Project

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# Overview

- The conversion rate demonstrated a strong rebound in december, reaching 11.4%, despite a noticeable dip to 6.1% in October.
- There is a decline in overall social media engagement, with view dropping throughout the year.
- While clicks and likes are low compared to views, the click-through rate stands at 19.66%, meaning that engaged users are still interacting effectively.
- Customer ratings have remained consistent, averaging around 3.7 throughout the year.
- Although stable, the average rating is below the target of 4.0, suggesting a need to focus on improvements in customer satisfaction for products with a rating below 3.5.



# Decreased Conversion Rate

- General Conversion Trend

- Throughout the year, conversion rates varied, with higher numbers of products converting in months like February and June. This suggests that while some products have strong seasonal peaks, there is potential to improve conversions in months gathering lower conversions with targeted interventions.

- Lowest Conversion Months

- October experienced the lowest conversion rate of 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

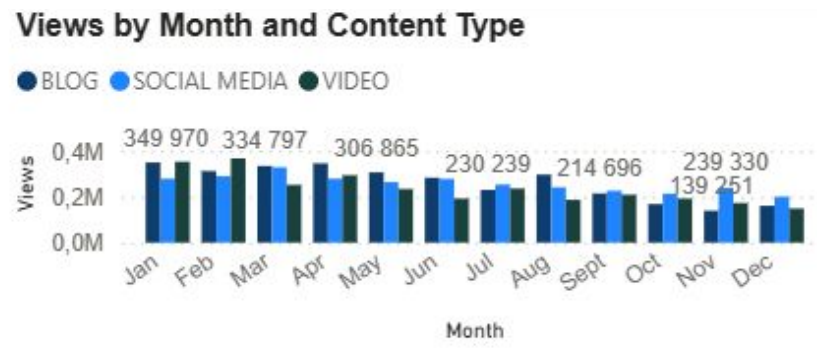
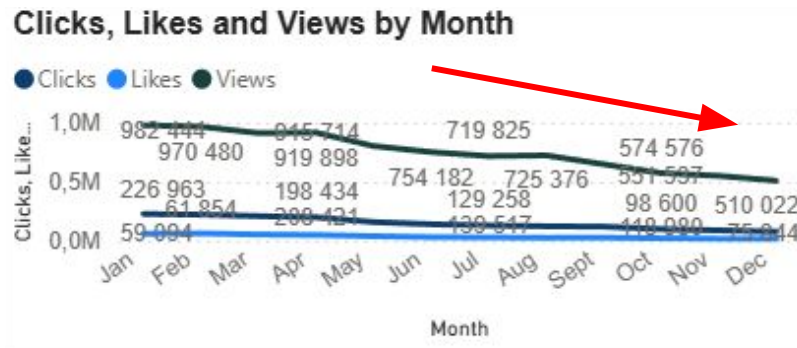
- January experienced the highest overall conversion rate of 17.31%, driven significantly by ski boots with a remarkable revenue of 100% conversion. This indicates a strong start to the year likely fueled by seasonal demand and effective strategies.

Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
Hockey Stick	22,22%	40,00%	11,11%		25,00%		12,50%	10,00%	20,00%		14,29%	57,14%	15,46%
Ski Boots	100,00%	10,00%	20,00%	12,50%	11,11%	10,00%	12,50%	40,00%					14,61%
Baseball Glove	22,22%	12,50%	7,69%		11,11%	11,11%	12,50%		40,00%	22,22%	50,00%		13,68%
Cycling Helmet		33,33%	20,00%	30,00%	16,67%	8,33%		14,29%	10,00%	8,33%			12,00%
Surfboard	33,33%	8,33%	10,00%	11,11%	150,00%	15,38%			11,11%	10,00%			11,88%
Yoga Mat	40,00%	12,50%	11,11%			16,67%	30,77%					16,67%	11,36%
Ice Skates			12,50%			9,09%	30,00%	16,67%	22,22%	11,11%	20,00%	25,00%	10,74%
Climbing Rope	11,11%	20,00%	28,57%	12,50%	6,67%	12,50%	14,29%	14,29%	7,69%	9,09%			10,71%
Tennis Racket	33,33%	7,69%	25,00%	12,50%	25,00%	11,11%			28,57%	7,14%	20,00%		9,71%
Golf Clubs	12,50%	11,11%	10,00%	14,29%			16,67%	25,00%	12,50%			10,00%	9,52%
Kayak		16,67%	20,00%	8,33%		16,67%	11,11%		10,00%	14,29%		16,67%	8,65%
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%
Soccer Ball	75,00%		8,33%	9,09%				10,00%	14,29%		9,09%		7,55%
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%
Volleyball	22,22%			11,11%		33,33%		10,00%				12,50%	7,07%
Dumbbells			16,67%	12,50%		40,00%			10,00%	11,11%	20,00%	8,33%	7,02%
Running Shoes	12,50%	8,33%		10,00%	10,00%				20,00%		14,29%		6,25%
Swim Goggles	20,00%							14,29%	14,29%			33,33%	5,62%
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

- **Declining Views**
  - Views peaked in January and April but declined there after 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 April and January, while social media and video content maintained steady but slightly lower engagement





# Customer Feedback Analysis

- **Customer Ratings Distribution**

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

- **Sentiment Analysis**

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

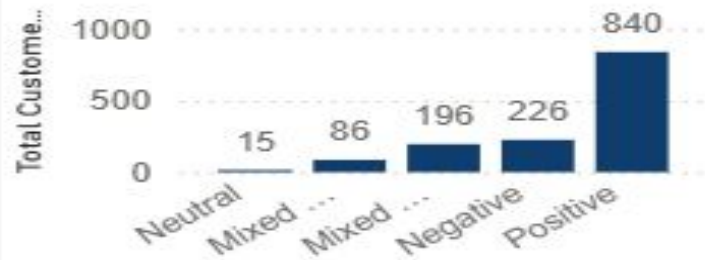
- **Opportunity for improvement**

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

**Total Customer Reviews by Rating**



**Total Customer Reviews by Sentiment**





# Goals and Action

## Goals

- **Increase Conversion Rates**
  - **Goal:** Identify factors impacting the conversion rate and provide recommendations to improve it.
  - **Insight:** Highlight stages where visitors drop off and suggest improvements to optimize the conversion funnel.
- **Increase Conversion Rates**
  - **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.
- **Increase Conversion Rates**
  - **Goal:** Understand common themes in customer reviews and provide actionable insights.
  - **Insight:** Identify recurring positive and negative reviews to guide product and service improvements.

## Actions

- **Increase Conversion Rates**
  - **Target high performing product categories:** Focus marketing efforts on products that are demonstrating high conversion rates such as Ski boats, Basketball Gloves and Kayaks. Implement seasonal promotions or personalized campaigns during peak months (such as January and December) to capitalize on these trends.
- **Enhance Customer Engagement**
  - **Revitalize Content Strategy:** to turn around declining views and low interaction rates, experiment with more engaging formats such as interactive videos or user-generated content. Additionally boost engagement by optimizing call-to-action placements in social media and blog content, particularly in lower engagement months (December and October)
- **Improve Customer Feedback Score**
  - **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 to the 4.0 target.