

Project: Customer Behavior Analysis

Customer Engagement & Conversion Analysis – ShopEasy

1. Content Performance & Customer Engagement

- **Videos receive the most likes**, indicating strong engagement with visual content.
- **Blogs attract the highest clicks and views**, showing that customers prefer informative content before purchasing.
- **Kayak and Running Shoes** are the most engaging products, meaning these products are gaining significant attention from customers.

★ Recommendation:

- ❖ Focus on **video-based content marketing**, especially for high-engagement products.
- ❖ Optimize blogs with **SEO** to maintain high visibility and drive organic traffic.
- ❖ Promote **Kayak and Running Shoes** with targeted ads and influencer marketing to boost conversions.

2. Customer Journey Analysis & Drop-Off Points

- **Most customers drop off at the Checkout stage.**
- Only **6 customers proceeded to purchase** after reaching Checkout.
- Maximum customers **spend time on the Product Page**, indicating interest but hesitation to buy.

★ Recommendation:

- ❖ **Simplify the checkout process** (reduce steps, enable guest checkout, provide multiple payment options).
- ❖ **Offer incentives** (discounts, free shipping, limited-time offers) to encourage purchases.
- ❖ Implement **cart abandonment emails** and exit pop-ups to recover lost customers.

3. Customer Reviews & Impact on Sales

- Only high-rated products are selling.
- Football Helmet is the highest-rated product, while Basketball is the lowest-rated product.
- A strong correlation exists between review count, rating, and purchase likelihood.

★ Recommendation:

- ❖ Encourage customers to leave reviews (email reminders, loyalty points, or small discounts).
- ❖ Improve low-rated products based on customer feedback.
- ❖ Highlight top-rated products in marketing campaigns.

4. Product, Location & Customer Segment Performance

- Surfboard & Climbing Rope are the best-selling products.
- No single best-performing country; instead, six different countries perform well.
- 46+ Age Group (Female) is the highest-performing segment.

★ Recommendation:

- ❖ Optimize Surfboard & Climbing Rope listings with better descriptions, images, and promotions.
- ❖ Expand international marketing efforts across all six successful countries.
- ❖ Create personalized offers for the 46+ Female segment to maintain retention.

5. Repeat vs. First-Time Buyers

- No repeat customers, meaning all purchases come from first-time buyers.

★ Recommendation:

- ❖ Introduce a loyalty program to encourage repeat purchases.
- ❖ Use email marketing & retargeting ads to bring customers back.

- ❖ Offer **personalized recommendations & follow-up offers** after their first purchase.

🔑 Key Takeaways:

- ✓ ☐ Optimize video and blog content to maintain high engagement.
 - ✓ ☐ Improve the checkout process to reduce drop-offs.
 - ✓ ☐ Encourage more customer reviews to drive sales.
 - ✓ ☐ Focus on best-selling products & high-performing customer segments.
 - ✓ ☐ Implement a retention strategy to convert first-time buyers into loyal customers.
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