**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.